

## FCCLA Adviser of the Year 2024-2025 Award Guidelines

The FCCLA Adviser of the Year Award, presented by the U.S. Army, is the highest honor a chapter adviser can receive and aims to recognize and celebrate the dedication, leadership, and excellence of outstanding chapter advisers who have made significant contributions to the growth and success of FCCLA at the local, state, and national levels. This prestigious award is presented annually at the National Leadership Conference to acknowledge the critical role that advisers play in shaping the future of FCCLA Members.

### IMPORTANT DATES:

- **DECEMBER 16, 2024 (MONDAY)** - Application Opens (Application Period – 67 Days)
- **FEBRUARY 21, 2025 (WEDNESDAY)** - Application Closes at 11:59 PM Eastern Time
- **FEBRUARY 24 – MARCH 7, 2025** - Round 1 Evaluations
- **MARCH 10, 2025 (MONDAY)** - Top 15 Semi-Finalists Notified
- **MARCH 14, 2025 (FRIDAY)** – Top 15 Semi-Finalists Must Respond & Confirm Acceptance
- **MARCH 18, 2025 (TUESDAY)** – Top 15 Semi-Finalists Announced Publicly
- **APRIL 16, 2025 (WEDNESDAY)** - Top 5 Finalists Announced
- **JULY 5-9, 2025** - National Leadership Conference in Orlando, FL; Adviser of the Year announced live during a general session.

### AWARD:

- **TOP 5 FINALISTS:** Each of the top five (5) finalists will receive a \$1,000 cash prize and will be recognized on stage during a general session at the 2025 National Leadership Conference in Orlando, FL.
- **ADVISER OF THE YEAR:** One finalist will be announced as the FCCLA Adviser of the Year live at the conference and will receive an additional \$2,000, totaling \$3,000 in prize money.

### DEADLINE:

- **APPLICATION DEADLINE:** All applications must be submitted through the official form on the FCCLA Website by Friday, February 21, 2025, at 11:59 PM Eastern Time. Late submissions will not be accepted.
- **APPLICATION FORM LINK:** <https://fcclainc.org/lead/awards/adviser-awards>

### ELIGIBILITY:

- **ACTIVE ADVISER:** Nominees must be current, affiliated FCCLA Chapter Advisers for the 2024-2025 school year at the time of nomination. Nominees can be classified as a primary or secondary adviser; this award is **not exclusive** to primary advisers.
- **MINIMUM YEARS OF SERVICE:** Nominees must have served as an FCCLA Chapter Adviser **for at least three (3) years**, including the current school year (2024-2025). Non-consecutive years of service are acceptable, provided the total meets or exceeds the three-year minimum.
- **NOMINATION SUBMISSION:** Nominations may be submitted by the Adviser of the Year candidate (self-nomination) or by others wishing to nominate an affiliated adviser.
  - Eligible nominators include, but are not limited to: school administrators, teacher educators, Family and Consumer Sciences supervisors, state advisers, professional colleagues, industry professionals, alumni, parents of current or past students, and FCCLA Members.
- **ADDITIONAL ELIGIBILITY:** The following individuals are eligible for nomination. However, they are only eligible if nominated by someone who does not fall under submission restrictions. Self-nomination is not permitted for these individuals.
  - Chapter advisers currently serving on the:
    - FCCLA National Board of Directors
    - Competitive Events Advisory Team
    - National Consultant Team
  - National Executive Council Advisers
- **SUBMISSION RESTRICTIONS:** To ensure fairness, the following individuals are **not permitted** to submit nominations:
  - FCCLA National Board of Directors members
  - National Staff
  - Competitive Events Advisory Team members
  - National Consultant Team members
  - National Executive Council members
  - National Executive Council advisers

## REQUIREMENTS

- **NATIONAL LEADERSHIP CONFERENCE ATTENDANCE:** Nominees must intend to attend the 2025 National Leadership Conference in Orlando, FL. Attendance is required if selected as one of the top five finalists, as the Adviser of the Year will be announced live on stage during a general session. FCCLA does not cover any costs associated with traveling to or attending the conference. Finalists are responsible for their travel and accommodation expenses.

## APPLICATION

- **CONTRIBUTION PERIOD:** This award will specifically recognize contributions made between August 1, 2023, and the date of application submission. **Any activities or contributions completed before August 1, 2023, will not be considered**, as the focus is on recent achievements within the current (2024-2025) and prior (2023-2024) FCCLA affiliation years.
- **DOCUMENTATION OF DATES:** Specific dates must be provided for all activities, projects, or contributions to ensure clarity on when each achievement occurred within the eligible period. Any information submitted through the nomination form that does not include a date will not be considered during the evaluation phase.
- **APPLICATION SUBMISSION:** All applications must be submitted through the official form on the FCCLA Website. Detailed information about the nominee must be entered directly into the text boxes provided within the nomination form. Links to outside documents will not be reviewed. Any required fields left blank may result in disqualification.
- **LETTERS OF RECOMMENDATION:** Applicants are required to upload three (3) letters of recommendation with their application. Each letter must provide specific examples of how the nominee embodies the U.S. Army's core values and has made significant contributions to FCCLA. Each recommendation letter must be no longer than one (1) page; if multiple pages are submitted, only the first page will be considered.
  - One (1) letter from the nominee's school principal
  - One (1) letter from the nominee's state adviser or another school administrator\*
  - One (1) letter from a professional colleague, alumni, or industry professional

*\*Note: Because school administrator titles can vary by school, this may include, but is not limited to, a counselor, assistant principal, CTE director, or school board member. The school principal has the final say in who can qualify as a school administrator.*

## EVALUATION:

- **NOMINATION REVIEW:** Nominations will be evaluated based on the materials submitted, using the rubric provided. Evaluators will assess the nominee's leadership, innovation, and measurable contributions to the success and growth of FCCLA at the local, state, and national levels. The review will also consider the nominee's impact on students, chapters, and the broader FCCLA community.
- **SELECTION OF SEMI-FINALISTS:** Based on scores from the initial evaluation round, the committee will identify the top 15 nominees to advance to the semi-finalist evaluation round. Semi-finalists will be notified of their advancement and announced publicly.
- **SEMI-FINALIST EVALUATION ROUND:** The top 15 semi-finalists will undergo a second evaluation conducted by a new panel of evaluators. This review will focus on the same criteria as the initial evaluation, ensuring consistency while providing a fresh perspective on each nominee's achievements and impact.
- **FINAL SELECTION:** Following the semi-finalist evaluation round, the five (5) nominees with the highest cumulative scores will be selected as national finalists. Finalists will be notified of their advancement and announced publicly. These finalists will be recognized on stage at the 2025 National Leadership Conference, where the FCCLA Adviser of the Year will be announced live.

## ADDITIONAL GUIDELINES & DISCLAIMERS

- **EVALUATOR DECISIONS:** All decisions made by the award evaluators are final, and feedback on individual applications will not be provided.
- **RESUBMISSION POLICY:** Once submitted, applications cannot be edited or resubmitted. Ensure all materials, including recommendation letters, are final before submission.
- **TAX AND DOCUMENTATION REQUIREMENTS:** Due to federal nonprofit finance regulations, finalists are required to submit a W-9 form to FCCLA prior to receiving any cash prizes. This is necessary for compliance with IRS regulations for awards above certain thresholds, as FCCLA must report prize earnings as income. The W-9 form will be used solely for tax documentation purposes in accordance with nonprofit guidelines.
- **PRIZE DISTRIBUTION:** Cash prizes will be distributed to each finalist following the National Leadership Conference and upon successful completion of the required documentation. Finalists should be aware that prize amounts may be subject to applicable federal or state income taxes. It is the responsibility of each finalist to consult a tax advisor regarding any tax obligations associated with prize earnings.

## FCCLA Adviser of the Year 2024-2025 Evaluation Rubric

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### IMPACT (0-45 POINTS POSSIBLE)

In this section, evaluators will assess the applicant’s ability to make meaningful contributions at the local, state, and national levels. Higher scores will be awarded to advisers who demonstrate exceptional leadership, influence, and positive change through their efforts. Evaluators will focus on specific examples of measurable outcomes, transformative initiatives, and the adviser’s overall commitment to advancing FCCLA’s mission.

CRITERIA	0-3 POINTS	4-6 POINTS	7-9 POINTS	10-12 POINTS	13-15 POINTS
<b>Local Impact</b>	Little or no evidence of involvement at the local level; minimal impact on chapter or school.	Some evidence of contributions at the local level with limited impact or engagement.	Moderate contributions with clear examples of leadership and measurable improvements.	Significant local impact with examples of innovative programs or increased chapter engagement.	Exceptional contributions that demonstrate transformative change and substantial benefits to the chapter or school.
<b>State Impact</b>	Minimal or no involvement at the state level; no examples of leadership or influence.	Basic involvement in state-level events or programs with limited impact.	Moderate contributions at the state level, showing leadership in state programs or events.	Strong evidence of state-level involvement with meaningful contributions and leadership roles.	Exceptional state-level impact, including innovative initiatives or leadership that significantly benefited FCCLA in the state.
<b>National Impact</b>	Minimal or no participation in national FCCLA events or programs; lacks specificity.	Basic participation in national-level programs with limited influence or leadership.	Moderate involvement at the national level with specific examples of meaningful contributions.	Strong evidence of national involvement, including leadership roles or impactful contributions.	Exceptional national-level engagement with transformative leadership or initiatives that positively impacted the FCCLA community.

### INTEGRATION (0-45 POINTS POSSIBLE)

In this section, evaluators will assess how effectively the nominee has integrated FCCLA into their Family and Consumer Sciences (FCS) classroom. This includes their ability to weave Competitive Events, National Programs, leadership development, and FCCLA’s mission into daily teaching practices and classroom activities. Higher scores will be awarded to advisers demonstrating a well-rounded approach, actively engaging students in multiple FCCLA components that enhance their learning, leadership, and community impact.

CRITERIA	0-3 POINTS	4-6 POINTS	7-9 POINTS	10-12 POINTS	13-15 POINTS
<b>Competitive Event Integration</b>	Little to no evidence of integrating Competitive Events into the classroom; minimal student engagement.	Some integration of Competitive Events; limited impact or student involvement.	Moderate integration of Competitive Events with clear examples of classroom activities; some student participation.	Strong integration of Competitive Events with significant student involvement and demonstrated skill development.	Exceptional integration of Competitive Events into classroom practices, with high levels of student participation and measurable outcomes.
<b>National Program Integration</b>	Little to no use of FCCLA’s National Programs in the classroom; lacks alignment with FCCLA’s mission.	Limited use of FCCLA’s National Programs; activities lack depth or clear outcomes.	Moderate integration of National Programs with examples of student participation and alignment to leadership goals.	Strong integration of National Programs with meaningful activities that promote leadership, career skills, and community impact.	Exceptional integration of National Programs with innovative activities that deeply engage students, promote FCCLA’s mission, and show lasting impact.
<b>Leadership Development</b>	Minimal or no evidence of fostering leadership through classroom activities or FCCLA initiatives.	Limited efforts to foster leadership; activities lack depth or student engagement.	Moderate efforts to develop leadership through classroom activities; some examples of student growth and involvement.	Strong leadership development opportunities provided through well-integrated FCCLA initiatives; significant impact on student growth.	Exceptional efforts to foster leadership in the classroom through FCCLA initiatives; students demonstrate substantial growth and success.

## FCCLA Adviser of the Year 2024-2025 Evaluation Rubric

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### GROWTH (0-20 POINTS POSSIBLE)

In this section, evaluators will assess the nominee’s ability to foster both chapter and personal growth during the current evaluation period. Higher scores will be awarded to advisers who demonstrate measurable membership growth, innovative recruitment and retention strategies, and a commitment to professional development. This section evaluates how these efforts have enhanced their FCCLA Chapter, supported student success, and advanced FCCLA’s mission.

CRITERIA	0-4 POINTS	5-8 POINTS	9-12 POINTS	13-16 POINTS	17-20 POINTS
<b>Growth and Impact</b>	Little or no evidence of chapter membership growth or professional development efforts; minimal impact on FCCLA.	Limited evidence of membership growth or professional development; small-scale efforts with minimal results.	Moderate growth demonstrated through specific efforts, such as member recruitment or professional learning activities; some evidence of impact.	Strong growth evident through effective strategies for membership recruitment, retention, and professional development; clear benefits to the chapter.	Exceptional growth supported by innovative approaches to both membership and professional development; transformative impact on chapter success and FCCLA advancement.

### INNOVATION (0-20 POINTS POSSIBLE)

This section evaluates the adviser’s ability to implement creative and forward-thinking strategies that have enhanced their FCCLA Chapter and its impact. Innovation may include new initiatives, improvements to existing programs, or creative approaches to challenges that have led to measurable improvements in engagement, participation, or overall chapter success. Evaluators will reward advisers who have demonstrated originality and effectiveness in their innovations.

CRITERIA	0-4 POINTS	5-8 POINTS	9-12 POINTS	13-16 POINTS	17-20 POINTS
<b>Creative Solutions</b>	Little or no evidence of innovative practices; minimal impact on chapter operations or member engagement.	Basic attempts at innovation with limited originality; small improvements with minimal measurable outcomes.	Moderate innovation with specific examples of creative solutions or new initiatives that show some positive results.	Strong innovation evident through significant creative strategies that improved chapter engagement or programs.	Exceptional creativity in implementing innovative solutions with transformative results for the chapter or community.

### ADVOCACY (0-20 POINTS POSSIBLE)

This section assesses the adviser’s efforts to promote FCCLA’s mission, goals, and values within their school, community, or beyond. Advocacy may include fostering awareness, building partnerships, or representing FCCLA to external audiences. Evaluators will prioritize advisers who have effectively raised the profile of FCCLA and encouraged meaningful involvement.

CRITERIA	0-4 POINTS	5-8 POINTS	9-12 POINTS	13-16 POINTS	17-20 POINTS
<b>Promotion and Awareness</b>	Minimal or no evidence of advocacy efforts; limited promotion of FCCLA.	Basic advocacy efforts with some promotion of FCCLA’s mission, but limited engagement.	Moderate advocacy with specific examples of promoting FCCLA and building awareness among peers or community members.	Strong evidence of impactful advocacy that effectively raised awareness of FCCLA’s mission and fostered engagement.	Exceptional advocacy efforts that significantly elevated FCCLA’s presence and reputation within the school, community, or beyond.

### SUSTAINABILITY (0-20 POINTS POSSIBLE)

This section evaluates the adviser’s ability to ensure the long-term success and viability of their FCCLA Chapter. Sustainability includes efforts to build a strong foundation for the chapter, such as establishing systems, securing funding, and planning for future growth. Evaluators will reward advisers who have demonstrated a commitment to creating a lasting legacy for their chapter.

CRITERIA	0-4 POINTS	5-8 POINTS	9-12 POINTS	13-16 POINTS	17-20 POINTS
<b>Chapter Longevity</b>	Little or no evidence of sustainability efforts; limited planning for the chapter’s future.	Basic sustainability efforts with limited planning for long-term success.	Moderate sustainability efforts, including some systems or plans that contribute to the chapter’s longevity.	Strong evidence of sustainability through well-established systems and proactive planning for future success.	Exceptional efforts in ensuring chapter sustainability, with comprehensive systems and long-term strategies that secure its future.

## FCCLA Adviser of the Year 2024-2025 Evaluation Rubric

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### **VIDEO TESTIMONIAL (0-30 POINTS POSSIBLE)**

In this section, evaluators will assess how effectively the nominee or nominator conveys the nominee’s impact as an FCCLA Chapter Adviser. The video testimonial should highlight an inspirational moment, demonstrate the nominee’s leadership and mentoring influence, and articulate a vision for FCCLA’s future. Higher scores will be awarded for responses that are clear, engaging, and provide compelling examples that showcase the nominee’s dedication to FCCLA’s mission, their ability to inspire and lead, and their forward-thinking approach to advancing FCCLA’s goals.

CRITERIA	0-2 POINTS	3-4 POINTS	5-6 POINTS	7-8 POINTS	9-10 POINTS
<b>Inspirational Moment</b>	Minimal or unclear example provided; lacks relevance to FCCLA’s mission or impact.	Basic example shared, but lacks depth or clear connection to FCCLA’s mission or chapter impact.	Clear example provided with moderate reflection on its relevance to FCCLA and chapter impact.	Strong example provided with meaningful reflection on its significance to FCCLA and its impact on the chapter and students.	Exceptional example provided; deeply reflective and inspiring, showcasing significant alignment with FCCLA’s mission and a transformative chapter impact.
<b>Leadership and Mentoring</b>	Little or no discussion of leadership style or mentoring impact.	Basic explanation of leadership and mentoring; lacks specific examples or depth.	Clear explanation of leadership style and mentoring approach with some examples of influence on members.	Strong explanation with detailed examples of leadership and mentoring that positively impacted members and chapter success.	Exceptional explanation showcasing outstanding leadership and mentoring with transformative impact on members and chapter growth.
<b>Vision for FCCLA’s Future</b>	No clear vision articulated; little or no relevance to FCCLA’s mission.	Basic vision provided with limited relevance or depth; minimal connection to FCCLA’s mission.	Clear vision presented with some connection to FCCLA’s mission and values.	Strong, thoughtful vision for FCCLA’s future with clear alignment to its mission and values.	Exceptional, forward-thinking vision demonstrating a deep commitment to advancing FCCLA’s mission and inspiring the next generation of leaders.

## FCCLA Adviser of the Year 2024-2025 Application Questions

To help you best prepare to submit your nomination for the **FCCLA Adviser of the Year Award**, presented by the U.S. Army, carefully review the evaluation rubric when compiling your nomination. The information below outlines the content and materials you should gather and submit to complete the nomination.

**Please note:** All content in this nomination must reflect activities, achievements, and contributions from August 1, 2023, to the present.

### 1. NOMINEE INFORMATION

- Full Name (Please enter their name exactly as they would want it to appear on marketing materials)
- Contact Information (Email, Phone Number)
- State Affiliation
- Chapter ID Number
- Chapter ID Name
- School Principal Name
- School Principal Contact Information (Email, Phone Number)

### 2. NOMINATOR INFORMATION

- Full Name
- Contact Information (Email, Phone Number)
- Relationship to Nominee

### 3. WRITTEN RESPONSE QUESTIONS (0-75 POINTS POSSIBLE)

In this section, nominators will provide a detailed account of the nominee’s contributions, leadership, and impact as an FCCLA Chapter Adviser. Responses should reflect the nominee’s activities and achievements, focusing on measurable outcomes and their alignment with FCCLA’s mission. Evaluators will assess how the nominee has demonstrated leadership, innovation, advocacy, and commitment to the sustainability of their chapter.

**Important Note:** Responses must focus solely on contributions and impact made from August 1, 2023, to the present. To ensure fairness, nominators are **not permitted** to mention involvement prior to August 1, 2023, in their responses.

- **Impact (0–45 Points Possible)**
  - Provide specific examples of the nominee’s contributions at the local, state, and national levels.
  - Describe their leadership, measurable outcomes, and positive change within FCCLA and their school or community.
  - Highlight how these efforts demonstrate the nominee’s dedication to advancing FCCLA’s mission.
- **Integration (0–45 Points Possible)**
  - Describe how the nominee has integrated FCCLA into their FCS classroom.
  - Highlight how they use Competitive Events, National Programs, and leadership development to create meaningful learning opportunities for students.
  - Provide specific examples of how these efforts have enhanced the learning experience and promoted FCCLA’s mission.
- **Growth (0–20 Points Possible)**
  - Explain how the nominee has fostered growth in their FCCLA chapter through membership recruitment and retention.
  - Describe how they have demonstrated personal and professional development.
  - Include specific strategies and measurable results that illustrate the chapter’s success.
- **Innovation (0–20 Points Possible)**
  - Share examples of creative and forward-thinking approaches the nominee has implemented to enhance their FCCLA Chapter.
  - Describe how these innovations have solved challenges, improved engagement, or increased the overall success of their chapter.
- **Advocacy (0–20 Points Possible)**
  - Provide examples of how the nominee has promoted FCCLA’s mission, built partnerships, or raised awareness within their school or community.
  - Highlight their efforts to inspire others, encourage participation, and represent FCCLA to external audiences.
- **Sustainability (0–20 Points Possible)**
  - Describe the nominee’s efforts to ensure the long-term success of their FCCLA Chapter.
  - Include examples of systems, funding initiatives, or long-term plans they’ve developed to create a strong foundation for the chapter’s future.

#### 4. VIDEO ESSAY (0-30 POINTS POSSIBLE)

In this section, nominators or nominees will submit a video essay highlighting the nominee’s personal qualities and impactful contributions as an FCCLA Chapter Adviser. The video essay should focus on an inspirational moment, the nominee’s leadership and mentoring impact, and their vision for FCCLA’s future. Evaluators will assess how effectively the nominee’s story aligns with FCCLA’s mission and values while demonstrating their unique leadership qualities.

**Important Note:** Responses must focus solely on contributions and impact made **from August 1, 2023, to the present**. To ensure fairness, nominators are **not permitted** to mention involvement prior to August 1, 2023, in their responses.

**Applicants must submit a single video response with the following requirements:**

- **Who Can Record:** The video essay must be recorded by either the nominee (in the case of a self-nomination) or the nominator (if submitting on behalf of the nominee). A third party who is not the nominator or nominee is not permitted to record the video.
- **Length:** Maximum of 2 minutes (120 seconds)
- **Orientation:** Video must be recorded horizontally
- **Format:** Video must be uploaded to the application form as an original file (links to YouTube or other video platforms are not permitted)
- **Editing:** No edits or effects may be added to the video

For more details and tips, applicants are encouraged to review the video recording resource available on the FCCLA Website.

**The following areas must be addressed within the video essay response:**

- **Inspirational Moment:** Share the most inspiring or rewarding moment from the nominee’s experience as an FCCLA Chapter Adviser during the past year. Highlight how this moment demonstrates their dedication to FCCLA’s mission and positively impacted their chapter and students. This response must reference events or work that took place between August 1, 2023, and today. Any activities or achievements prior to August 1, 2023, are not permitted to be included.
- **Leadership and Mentoring Impact:** Explain how this moment shaped the nominee’s leadership style and mentoring approach. Reflect on how their guidance over the past year has supported FCCLA Members in achieving success and personal growth.
- **Vision for FCCLA’s Future:** Based on the work done by the nominee over the past year, describe what the future of FCCLA looks like because of their contributions.

#### 5. LETTERS OF RECOMMENDATION

Upload three (3) one-page letters of recommendation. **Each letter must be no longer than one (1) page; if multiple pages are submitted, only the first page will be reviewed.** Each letter should highlight the nominee’s leadership, dedication to FCCLA, and alignment with FCCLA’s mission.

- One (1) letter from the applicant’s School Principal
- One (1) letter from the applicant’s State Adviser OR another School Administrator\*
- One (1) letter from a professional colleague, alumni, or industry professional

\*Note: Because school administrator titles can vary by school, this may include, but is not limited to, a counselor, assistant principal, CTE director, or school board member.

#### 6. NOMINEE HEADSHOT

Nominees must provide a high-quality, professional headshot that can be used for marketing and promotional purposes.

- **Attire:** While not required, it is encouraged that nominees wear professional attire in **red, black, or white** to align with FCCLA branding.
- **Background:** The headshot should be taken against a **solid or neutral-colored backdrop** to ensure clarity and professionalism.
- **Quality:** The photo must be high resolution (minimum 300 DPI). Low-quality images or photos cropped from group settings will not be accepted.
- **Framing:** The headshot should be recent, centered, and clearly showcase the nominee from the shoulders up.