

PROMOTE AND PUBLICIZE FCCLA

An individual or *team event* that recognizes participants who develop an FCCLA promotion and publicity *campaign* to raise awareness and educate the school, parents and members of the *community* about the importance of FCCLA and Family and Consumer Sciences education. Participants must prepare an oral presentation and *portfolio*.

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 or *electronic portfolio* presentation at competitions.
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. National Leadership Conference (NLC) participants are required to view the online orientation video and submit the STAR Events *Online Orientation Form* by the deadline. The video and form will be on the FCCLA Student Portal and can be found under Surveys Applications. 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. Participants who do not follow the event guidelines or the definition of the event, their project will not be considered for evaluation. However, the participant can still participate in the competition by giving an oral presentation and will only be evaluated based on that presentation.

[CLICK HERE TO VIEW NATIONAL DEADLINES](#)

CAREER PATHWAYS ALIGNMENT

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

EVENT LEVELS

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

*See page 7 for more information on event levels.

GENERAL INFORMATION

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

PRESENTATION ELEMENTS ALLOWED

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

TOP 5 SKILLS STUDENTS REPORT LEARNING THROUGH PARTICIPATION

Leadership	Public Speaking
Self-Confidence	Teamwork
Creativity	

PROMOTE AND PUBLICIZE FCCLA BY THE NUMBERS: 2023 - 2024

Participants Nationwide	Type of Event	Nationwide Impact
303	Leadership	300,553

86% of Promote and Publicize FCCLA participants indicated this event is extremely or very useful to their future.
31% of Promote and Publicize FCCLA participants indicated they would pursue higher education related to the career chosen in their project.

PARTICIPANT TESTIMONIALS

"I developed an app to promote FCCLA. The app consists of different screens describing some of the national events, STAR Events, and the basic overview of the organization." Arkansas FCCLA Member

"We created Funky FCCLA to add a little spunk to FCCLA and to grab attention of high schoolers. We wanted to pick something that was trendy and fun for everyone, so we picked a '70s theme to create our Instagram and twitter. We researched how social media was relevant to teenagers and how it impacts their everyday decisions. We thought if we promoted it over social media, we could attract more members to join next year. We also created the concept of making trendy merchandise to sell to people to promote the organization and to raise money." Missouri FCCLA Member

There are graphs that have showed the increase of each class such as Early Childhood, Culinary Arts, Baking, Fashion Design. There are flyers and brochures that have been around the school. We created a letter to all new members that may be wanting to join. While interviewing students and advisers we have seen that all members learned new skills." New Jersey FCCLA Member

"We used multiple events through the first semester of school to promote membership. We didn't focus on the number of members but instead the level of activity within our chapter." Texas FCCLA Member

SCHOLARSHIPS

Each year FCCLA's collegiate partners award over 13 million in scholarships to the Top 3 placing Level 3 teams/individuals annually at the National Leadership Conference. Scholarship details can be found on the FCCLA Website.

PROMOTE AND PUBLICIZE FCCLA GUIDELINES AND RUBRICS

The STAR Events Guidelines and rubrics are updated annually, and they are an exclusive benefit for FCCLA members. Advisers and members can access and download the guidelines from the FCCLA Portal.

[ADVISER PORTAL](#)

[MEMBER PORTAL](#)