

PUBLIC POLICY ADVOCATE

An individual or *team event*, recognizes participants who demonstrate their knowledge, skills and abilities to actively identify a local, state, national or global issue relating to an area concerning Family and Consumer Sciences and/or related occupations, research the topic, identify a target *audience* and potential partnerships, form an action plan and advocate for the issue in an effort to positively affect a policy or law. Participants must prepare a *portfolio* and oral presentation.

ELIGIBILITY & GENERAL INFORMATION

1. Review the **STAR Events Front Pages** for all event requirements, policies, and event procedures before beginning the project
2. Participants are encouraged to bring a fully charged device (laptop, tablet, etc.) to use for the presentation during the 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** - NLC participants are **encouraged** to view the STAR Events Online Orientation to ensure they are fully prepared for NLC. The video will be available in the FCCLA Student Portal under Resources. **Contact your state adviser for orientation procedures for competitions held prior to the NLC.**
5. **STAR Events Schedule Confirmation** – It is **strongly suggested** that chapter advisers confirm participants' STAR Events schedules in the FCCLA Portal. Advisers can review students' schedules in the FCCLA Adviser Portal by visiting the Meetings & Events tab, selecting the National Leadership Conference, and choosing "Confirm STAR Competition." **Confirming schedules in advance helps ensure that participants are qualified, registered for the conference, and competing in the correct STAR Event. Schedule changes after the published deadline are subject to a \$25 change fee.** Please refer to the FCCLA Website (Competitive Events Dates & Deadlines).
6. Participants who do not follow event guidelines, align with the event definition, or address the current event topic will not have their project evaluated. However, they may still participate in the competition by delivering an oral presentation and will be evaluated based on the presentation.

[CLICK TO VIEW NATIONAL DEADLINES](#)

CAREER CLUSTERS ALIGNMENT

Arts & Design	Education & Training	Financial Services
■	■	■
Hospitality & Tourism	Human Services	Public Service
■	■	■

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	<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
■	■		■	■	■		*	■

**Presentation Equipment* may only be used when presenting an *electronic portfolio*. Participants using a *hardcopy portfolio* may not use electronic devices during the presentation.

TOP 5 SKILLS STUDENTS REPORT LEARNING THROUGH PARTICIPATION

Leadership	Public Speaking
Communication/ Observation/ Writing Skills	Working with Adults
Awareness of Community or World	

PUBLIC POLICY ADVOCATE BY THE NUMBERS: 2025 - 2026

Participants Nationwide	Type of Event	Nationwide Impact
549	Foundational	824,322

88% of Public Policy Advocate participants indicated this event is extremely or very useful to their future.
46% of Public Policy Advocate participants indicated they would pursue higher education related to the career chosen in their project.

PARTICIPANT TESTIMONIALS

"This project created a meaningful and lasting impact on our chapter, school, community, and state by transforming awareness into action. By spreading this movement beyond our chapter, we empowered individuals to recognize their role in creating change and advocating for safer, stronger futures. Most importantly, the project had a profound impact on us as a team. As students directly affected by the Focus Act, we found our voices, gained confidence, and stepped into leadership roles—advocating not only for ourselves, but for the future of students across our state and beyond." – Alabama FCCLA member

"This project positively impacted our family by them being surrounded by us talking about poverty to them and explaining our efforts into building up this project. Our project impacted our school heavily by helping over 100s of students by hosting a hygiene drive where all our donations were forwarded to the HEARTH program at our school for kids living in poverty. We also impacted the lives of students who aren't living in poverty by educating them on effects on poverty. We educated these students by passing out brochures at a popular school event, giving a poverty survey at FCCLA chapter meetings. We were able to also impact our community by our brochures, students may have passed the brochure to their close family educating them as well. Having many viewers on different forms on media where users could find information about poverty and its connection to education and why it remains such a big issue. We were able to help many people even if they weren't living in poverty thanks to participating in this project." – Florida 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.

PUBLIC POLICY ADVOCATE GUIDELINES AND RUBRICS

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

[ADVISER PORTAL](#)