

ADVOCACY Rubric

Name(s) of Participant(s) _____

State _____ Team # _____ Group # _____ Category _____

| PORTFOLIO | | | | | | | Points |
|---|---|--|--|---|--|--|---------------|
| FCCLA Planning Process Summary Page 0–5 points | 0 Planning Process summary not provided | 1 Inadequate steps in the Planning Process are presented | 2 All Planning Process steps are presented but not summarized | 3 All Planning Process steps are summarized | 4 Evidence that the Planning Process was utilized to plan project | 5 The Planning Process is used to plan the project. Each step is fully explained. | |
| Issue Type 0–2 points | 0 Not provided | 1 Issue type identified | | | 2 Issue type and level of focus identified | | |
| Issue Research 0–5 points | 0 Not included | 1 Issue is mentioned | 2 Issue is identified with limited research provided for one side of the issue | 3 Issue is identified, researched, but it does not validate the concerns | 4 Issue is identified, and evidence of the need is used to form the action plans | 5 Project concern is identified and researched with validity to the need for action, including various stakeholders identified and their position on the issue | |
| Project Goals 0–3 points | 0 Not provided | 1 Project goals are identified though missing points of support | | 2 Project goals are identified, with partial points of support included | 3 Project goals and points of support for each goal is identified and well documented | | |
| Elevator Speech/Leave Behind 0–3 points | 0 Not included | 1 Talking points are evident, not well developed | | 2 Talking points are evident and well developed, leave behind item is evident | 3 Talking points and elevator speech are effective and on target for advocacy project, leave behind item is well designed | | |
| Target Audience 0–4 points | 0 Not included | 1 Audience is mentioned but not thoroughly defined | 2 Audience is defined but limited on past opinions and actions | 3 Audience is defined, with research on past opinions and actions | 4 Audience(s) are well defined, research on past opinions and actions, and provides method for reaching target audience(s) | | |
| Evidence of Partnerships 0–2 points | 0 No partnerships provided | | 1 Partnerships identified though lacks evidence of reaching out to or interviews with partners | | 2 Partnerships identified, researched and interviewed with evidence of reaching out | | |
| Methods of Action 0–5 points | 0 Not included | 1 Steps inadequate | 2 Presented but not organized | 3 Steps are well organized | 4 Steps are presented organized summarized project fully explained | 5 Plan is well developed and each step is fully explained. | |
| Evidence of Prior Presentation 0–1 points | 0 No prior presentation done | | 1 Evidence of prior presentation with outcomes listed | | | | |
| Media Involvement 0–3 points | 0 No media provided | 1 Incomplete list of media resources, not current or | | 2 Complete list of media resources, though fails to document efforts or successes | 3 Extensive list of appropriate media sources from several various mediums and includes efforts and successes | | |
| Results of Advocacy/Action Plan Assessment 0–5 points | 0 No followup was done | 1 Outcomes are inadequately stated, and no evaluation was used | 2 Outcomes are inadequately stated, though an evaluation method was used and results are explained | 3 Outcomes are measurable, complete and thoroughly done. A single evaluation method was used and results are explained. | 4 Outcomes are measurable, complete and thoroughly done. Multiple methods were used and results are explained. | 5 Outcomes are measurable, complete and thoughtfully done. Multiple evaluation methods were used and results are explained well. Plans to improve future efforts are included. | |
| Works Cited/Bibliography 0–3 points | 0 No resources listed | 1 Incomplete list of resources/resources listed are not current or appropriate for project | | 2 Complete list of resources but inconsistent format | | 3 Complete alphabetical list of appropriate resources, in a consistent format | |

Advocacy Rubric (continued)

| ORAL PRESENTATION | | | | | | | Points |
|---|---|---|---|---|--|--|--------|
| Organization/Delivery 0–10 points | 0 Presentation is not done or speaks briefly and does not cover components of the project | 1–2 Presentation covers some topic elements | 3–4 Presentation covers all topic elements but with minimal information | 5–6 Presentation gives complete information but does not explain the project well | 7–8 Presentation covers information completely and explains project fully | 9–10 Presentation covers all relevant information completely and explains project with a seamless and logical delivery | |
| Knowledge of Subject Matter 0–5 points | 0 Little or no evidence of knowledge | 1 Minimal evidence of knowledge | 2 Some evidence of knowledge | 3 Knowledge of subject matter is evident but not shared in the presentation | 4 Knowledge of subject matter is evident and shared at times in the presentation | 5 Knowledge of subject matter is evident and incorporated throughout the presentation | |
| Relationship to Family and Consumer Sciences Coursework and/or Related Careers 0–5 points | 0 Not included | 1 Vaguely referred to | 2 Explained, but done so poorly | 3 Explained fully | 4 Explained fully with evidence of some understanding of content area | 5 Explained fully with evidence of mastery of the content area | |
| Use of Portfolio and Visuals during Presentation 0–5 points | 0 Portfolio and visuals are not used during presentation | 1 Portfolio and visuals are used during presentation to limit amount of speaking time | 2 Portfolio and visuals are used minimally during presentation | 3 Portfolio and visuals are incorporated throughout presentation | 4 Portfolio and visuals are used effectively throughout presentation | 5 Presentation moves seamlessly between oral presentation, portfolio, and visuals | |
| Voice—pitch tempo, volume 0–3 points | 0 No voice qualities are used effectively | 1 Voice quality is adequate | 2 Voice quality is good, but could improve | 3 Voice quality is outstanding and pleasing to listen to | | | |
| Body Language/Clothing Choice 0–3 points | 0 Body language shows nervousness and unease/inappropriate clothing | 1 Body language shows minimal amount of nervousness/clothing is appropriate | 2 Body language is good and clothing is professional | 3 Body language and clothing choice both enhance the presentation | | | |
| Grammar/Word Usage/Pronunciation 0–3 points | 0 Extensive (more than 5) grammatical and pronunciation errors | 1 Some (3–5) grammatical and pronunciation errors | 2 Few (1–2) grammatical and pronunciation errors | 3 Presentation has no grammatical or pronunciation errors | | | |
| Responses to Evaluators' Questions 0–5 points | 0 Did not answer evaluators' questions | 1 Unable to answer some questions | 2 Responded to all questions, but without ease or accuracy | 3 Responded adequately to all questions | 4 Gave appropriate responses to evaluators' questions | 5 Responses to questions were appropriate and given without hesitation | |

| CASE STUDY | | | | | | |
|---|--|---|---|---|---|--|
| Presentation 0–2 points | 0 No case study presentation is made | 1 Case study response is limited in scope | 2 Case study responses indicate an understanding of the concepts and issues | | | |
| Knowledge of Advocacy Issue 0–4 points | 0 Not evident in explanations | 1 1 of these elements are evident: <ul style="list-style-type: none"> ■ Stakeholders identified ■ List a pro and con ■ Identify target audience ■ Research methods are identified ■ Steps listed. | 2 2 of these elements are evident: <ul style="list-style-type: none"> ■ Stakeholders identified ■ List a pro and con ■ Identify target audience ■ Research methods are identified ■ Steps listed. | 3 3 of these elements are evident: <ul style="list-style-type: none"> ■ Stakeholders identified ■ List a pro and con ■ Identify target audience ■ Research methods are identified ■ Steps listed. | 4 All of these elements are evident: <ul style="list-style-type: none"> ■ Stakeholders identified ■ List a pro and con ■ Identify target audience ■ Research methods are identified ■ Steps listed. | |
| Responses to Evaluators' Questions 0–4 points | 0 Not evident | 1 Participants share a limited response to solution | 2 Participants share a feasible and suitable solution | 3 Participants share many feasible and suitable solutions | 4 Participants share extensive suitable solutions and insights | |

Evaluator's Comments:

TOTAL
(90 points possible)

Evaluator Initial _____

Room Consultant Initial _____