



Entrepreneurship – Virginia 2021

(all changes for state competition in red)



Entrepreneurship, an *individual or team event*, recognizes participants who develop a plan for a new small business using Family and Consumer Sciences skills and *sound business practices*. The business must relate to an area of Family and Consumer Sciences education or related occupations. Participants must prepare a **portfolio** containing a **written business plan**, which they are not required to have implemented, and an **oral presentation**.

EVENT LEVELS

Level 1: through grade 8

Level 2: grades 9–10

Level 3: grades 11–12

Level 4: Postsecondary

See chart on page 2 in the introduction section of the state manual for more information on competition levels.

Virginia chapters may have **up to 3 entries in each level**, as eligible.

ELIGIBILITY & GENERAL INFORMATION

1. Review all “General Policies” in the introduction section of the state manual beginning on page 8 prior to event planning and preparation.
2. ~~Participant(s) are encouraged to bring fully charged electronic devices such as laptops, tablets, etc., to use for audiovisual or electronic portfolio presentation at in-person 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, and must be the work of the participant(s) only.
4. ~~National Leadership Conference (in-person competition) 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 held prior to National Leadership Conference.~~ If events are held virtually, these points will be automatically awarded to all participants.

GENERAL INFORMATION								
Number of Participants per Entry	Prepare Ahead of Time	Equipment	Competition Dress Code	In-Person Competition Participant Set Up/ Prep Time	In-Person Competition Room Consultant & Evaluator Review Time	Maximum Oral Presentation Time	In-Person Competition Evaluation Interview Time	In-Person Competition Total Event Time
1-3	Portfolio, Oral Presentation	Table – yes Electrical access – no Wall Space – no Supplies – no	Official dress -or- Professional dress appropriate to event	15 minutes	15 minutes prior to presentation	In-person: 1-min. warning at 19 min.; stopped at 20-min. Virtual: 21 min. to include additional questions	5 minutes	45 minutes

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

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Procedures and Time Requirements for In-Person Competition

Each entry will submit a portfolio (hardcopy or electronic) to the event room consultant at the designated participation time.	
15 minutes	Participant(s) will have 15 minutes to set up for the event. Other persons may not assist. Room consultants and evaluators will have 15 minutes to preview the portfolio (hardcopy or electronic) during participant setup time. The participant must make the electronic portfolio accessible to evaluators.
20 minutes	The oral presentation may be up to 20 minutes in length. A one-minute warning will be given at 19 minutes. Participants will be stopped at 20 minutes. If audio or audiovisual recordings are used, they are limited to 3 minutes playing time during the presentation.
5 minutes	Following the presentation, evaluators will have 5 minutes to interview participants.
5 minutes	Evaluators will have up to 5 minutes to use the rubric to score and write comments for participants.

Procedures and Time Requirements for Virtual Competition

Each entry will post the required documents (as specified below) following instructions from the state or national organization prior to the competition.	
Portfolio File	Upload one (1) PDF portfolio file, designed so that viewers are able to scroll through the digital document. This must be an online file and not require the viewer to download it. Follow the page limits as described below.
Oral Presentation Video (to include Question Responses)	The oral presentation video may be up to 21 minutes in length, <u>including</u> the responses to the two questions listed in the specifications. Each participant must introduce themselves by name, chapter, and level. Video recordings are to be made of participants as they present their STAR Events projects, as if they were presenting at an in-person competition. A voiceover of the video recording or presentation is not allowed. The video file can MUST be an embedded video, video link to YouTube, Vimeo, or Google Drive, but must not require the viewer to download it. The hardcopy or the electronic portfolio will be used in the oral presentation recording.
Automatic Scoring	Participants will automatically receive full points on the Point Summary Form and the Rubric for the following items: Registration Packet, Event Online Orientation Documentation and Punctuality.

Specifications


Hardcopy Portfolio

The *portfolio* is a collection of materials used to document and illustrate the work of the project. Materials must be contained in the official FCCLA STAR Events binder obtained from the FCCLA national emblematic supplier. A decorative and/or informative cover may be included. All materials, including the *content divider pages*, must fit within the cover, be one-sided, and may not exceed 64 pages, as described below. Divider page tabs may extend up to 1" outside the cover. Once a *hardcopy portfolio* has been turned in to the evaluators, participants may not switch to an *electronic portfolio*. For virtual competition, the portfolio **must be uploaded as one PDF file** – multiple files, images, or other file types will not be accepted. The hardcopy portfolio will be used in the oral presentation recording.

Electronic Portfolio

An *electronic portfolio* may be either in PowerPoint, Prezi, or other electronic format that can be viewed by the evaluators and room consultants prior to the oral presentation. ~~The electronic portfolio and the hardware (method) to view it (i.e., equipment, files, projectors, screens, laptops) will be turned in to the room consultant at the designated participation time. Participants assume the responsibility of providing the technology used to show the evaluators the project.~~ Once an *electronic portfolio* is turned in to the evaluators, participants may not switch to a *hardcopy portfolio*. *Portfolio* may not exceed 75 slides, as described below. For virtual competition, the electronic portfolio slides **must be uploaded as one PDF file** -multiple files, images, or other file types will not be accepted. The electronic portfolio will be used in the oral presentation recording.

Entrepreneurship Specifications (continued)

1-8½" x 11" page or 1 slide	<i>Project Identification Page</i>	<i>Plain paper</i> or slide, with no <i>graphics</i> or decorations; must include participant's name(s), chapter name, school, city, state, event name, and project title.
1-8½" x 11" page or 1 slide	Table of Contents	List the parts of the <i>portfolio</i> in the order in which the parts appear.
1-8½" x 11" page or 2 slides	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; use of the <i>Planning Process</i> may also be described in the oral presentation.
1 	Evidence of Online Project Summary Submission	Complete the online project summary form located on the "Surveys" tab of the FCCLA Student Portal, and include signed proof of submission in the <i>portfolio</i> .
0–10	<i>Content Divider Pages</i> or Sections	Use up to 10 <i>content divider/section</i> pages or slides. <i>Content divider/section</i> pages may be tabbed, may contain a title, a section name, <i>graphic</i> elements, thematic decorations, and/or page numbers. They must not include any other <i>content</i> .
Up to 50 8½" x 11" pages or 60 slides	Business Description	Include name of the new small business and mission statement. Describe services provided, hours of operation, demographics served, and business feasibility (including <i>community</i> survey data or market research).
	Facility	Describe site, space, utilities, and emergency procedures and maintenance plan.
	Supplies and Equipment	Include list of suppliers, inventory of equipment and supplies, and description of provisions for maintenance and repair.
	Organizational Chart	Describe job titles and tasks. Include hierarchy/departments as projected for business growth.
	Personnel Management	Describe hiring procedures, salaries and benefits, policies and procedures, key job descriptions, and evaluations/appraisals. Include all applicable forms and records.
	Funding Sources for Business	Describe methods and sources of funding, and include fee structures.
	Budget	Describe income, expenditures, financial procedures, and applicable tax information. Include all applicable forms.
	Laws, Regulations, and Codes	Describe health; environment; fire; insurance; zoning; and other local, county, and state codes. (Actual codebooks need not be included.) Provide appropriate governmental contact information.
	Marketing Plan	Describe advertising plan (including special events), and include sample advertisements to cover types of advertising chosen.
	Works Cited/ <i>Bibliography</i>	Use MLA or APA citation style to cite all references. <i>Resources</i> should be <i>reliable</i> and <i>current</i> .
Appearance	Business plan must be neat, legible, and <i>professional</i> and use correct grammar and spelling.	

Oral Presentation

The oral presentation may be up to **20 minutes in length** (21 minutes for virtual competition) and is delivered to evaluators. The presentation should be *professional* in nature and summarize the business plan. The presentation cannot be prerecorded. If audio or audiovisual recordings are used, they are limited to 3 minutes playing time. *Visuals* should be used during the presentation. The *portfolio* may be used as a *visual*.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize business plan.
Knowledge of Subject Matter	Show evidence of mastery of entrepreneurial skills including facility management, budget and credit management, personnel management, and understanding of government regulations.
Use of <i>Portfolio</i> and <i>Visuals</i>	Use <i>portfolio</i> to describe all phases of the project. Use original, creative, and appealing <i>visuals</i> to enhance the presentation.

Entrepreneurship Specifications (continued)

Voice	Speak clearly with appropriate pitch, tempo, and volume.
Body Language/Clothing Choice	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of <i>visuals</i> and notes or notecards 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 Evaluators' Questions	<p>Provide clear and concise answers to evaluators' questions regarding the business plan. Questions are asked after the presentation.</p> <p>For virtual competitions, include responses to the following questions at the end of the oral presentation:</p> <ol style="list-style-type: none">1. What is one skill that you learned or improved upon during your project that you will use in school next year or in your future career?2. What obstacles caused challenges in your work, and how did you address them?



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Rubric

Name of Participant _____

Chapter _____ State _____ Team # _____ Station # _____ Level _____

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	
Business Description 0-5 points	0 Portfolio is missing Business Description	1 Business Description is not complete	2 Business Description is limited in scope	3 Business Description is complete but lacks clarity	4 Business Description adequately addresses all components of business	5 Well written description includes mission, services, hours, demographics and business feasibility	
Facility 0-5 points	0 Not evident	1 Portfolio does not describe facility	2 Facility is inadequately described	3 Facility is described. Utility needs described	4 Portfolio contains a description and a rendering of any space needed for business. Utility needs and emergency procedures are included	5 Portfolio contains a description and rendering of any spaced needed for business. Utility and site needs are included on drawing. A comprehensive emergency plan is included. Plan for facility maintenance is included	
Supplies and Equipment 0-5 points	0 Not evident	1 Inadequate list of supplies and equipment	2 Most supplies and equipment are listed	3 All supplies and equipment are listed in appropriate format	4 Supply and equipment list is comprehensive and contains future needs	5 Comprehensive supply and equipment list contain suppliers and needs. Maintenance and repair lists are part of maintenance plan	
Organizational Chart and Job Descriptions 0-5 points	0 Organizational chart is not included	1 No tasks are described	2 Organizational chart missing components	3 Organizational charts show all needed workforce	4 Organizational chart and job descriptions meet the current needs of the business	5 Organizational chart and job descriptions list all Key Employees and Officers of the Business and includes projected growth	
Personnel Management 0-5 points	0 Not evident	1 Hiring procedures, compensation information (salaries and benefits), policies and procedures, or evaluations are limited	2 Some hiring procedures, compensation, policies and procedures, and evaluation sheets are included	3 All hiring procedures, compensation plans, policies and procedures and evaluation sheets are included	4 Hiring procedures, compensation plans, policies and procedures have been developed to meet the needs of the business	5 Hiring procedures are clearly defined; compensation allows for future company expansion, policies and procedures meets the needs of the business and avoids legal challenges. Evaluation instruments have been well-designed and meet legal requirements	
Funding for Business 0-5 points	0 Funding proposal is not included	1 Funding proposal is minimal	2 Proposal shows limited knowledge of types and sources of funding. Fees are not included	3 Proposal shows limited knowledge of types and sources of funding. Fees are included.	4 Proposal shows good knowledge of business funding and sources of capital. Fees are competitive for industry	5 Project shows careful analysis of funding needs for current operations and future expansion. Fees reflect changes in business environment	
Budget 0-5 points	0 Budgetary listing of financials is missing	1 Tax codes are not cited	2 Budget meets some requirements. Tax information is missing	3 Budget lists all elements, including income, expenditures, accounting procedures, and tax information. Some forms are included	4 Budget contains all forms listed for operation of the business, including income and expense statements, accounting procedures and tax information	5 Budget is prepared according to generally accepted accounting procedures. A monthly income and expense statement is included. Tax forms are included	

Entrepreneurship Rubric (continued)

Points

Laws, Regulations, and Codes 0-5 points	0 Evidence is missing	1 Portfolio does not include health, environmental, fire insurance, and zoning regulations and codes are not included	2 Portfolio contains some copies of required laws, regulations, and codes	3 Portfolio contains all copies of required codes	4 Portfolio contains all applicable sections of laws, regulations, and codes. Includes contacts	5 Portfolio contains all applicable sections of laws, regulations, and codes; cites relevant sections and lists appropriate contacts	
Marketing Plan 0-5 points	0 Not evident	1 Presentation has a limited marketing plan	2 Marketing plan does not adequately cover promotional techniques. Advertisements do not promote business	3 Marketing plan covers types of advertising. Advertisements promote business	4 Marketing plan covers chosen types of advertising. Different themes are demonstrated	5 Marketing plan covers chosen types of advertising. Sample ads carry out comprehensive marketing plan	
Works Cited/ Bibliography 0-3 points	0 No resources listed	1 Resources are incomplete, not current, or not reliable for project	2 Reliable resources but incorrect style (<i>see style sheet</i>)	3 Complete list of current and reliable resources, in MLA or APA style (<i>see style sheet</i>)			
Appearance 0-3 points	0 Portfolio is illegible and unorganized	1 Portfolio is neat, but contains grammatical or spelling errors and is poorly organized	2 Portfolio is neat, legible, and professional, with correct grammar and spelling	3 Neat, legible, and professional, correct grammar and spelling used; effective organization of information			
ORAL PRESENTATION							
Organization/ Delivery 0-10 points	0 Presentation is not done or presented briefly and does not cover components of 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 project well	7-8 Presentation covers information completely but does not flow well	9-10 Presentation covers all relevant information 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 effectively used in 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	
Use of Portfolio and Visuals during Presentation 0-5 points	0 Portfolio and visuals not used during presentation	1 Portfolio and visuals used to limit amount of speaking time	2 Portfolio and visuals used minimally during presentation	3 Portfolio and visuals incorporated throughout presentation	4 Portfolio and visuals used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation, portfolio and visuals	
Voice – pitch, tempo, volume 0-3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing			
Body Language/ Clothing Choice 0-3 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing	1 Gestures, posture, mannerisms and eye contact is inconsistent/ clothing is appropriate	2 Gestures, posture, mannerisms, eye contact, and clothing are appropriate	3 Gestures, posture, mannerisms, eye contact, and clothing enhance 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	

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

TOTAL
(90 points possible)

Evaluator # _____
Evaluation Initial _____
Room Consultant Initial _____