The Web Connect Competitive Event is an ***individual*** or ***team*** event conducted prior to the NJ FCCLA Fall Leadership Connection that challenges participants to create an engaging, informative, and resourceful chapter website as an effective public relations tool. The website should educate members, school officials, parents, and the general public about the importance of FCCLA and Family and Consumer Sciences.

NEW JERSEY CORE CURRICULUM STANDARDS

RL.9-10.1	Cite strong and thorough textual evidence and make relevant connections to support analysis of what the text says explicitly as well as inferentially, including determining where the text leaves matters uncertain.
SL.9-10.1	Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with peers on grades 9–10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
SL.9-10.5	Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance findings, reasoning, and evidence and to add interest.
SL.11-12.2	Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, qualitatively, orally) evaluating the credibility and accuracy of each source.
WHST.11-12.6	Use technology, including the Internet, to produce, share, and update writing products in response to ongoing feedback, including new arguments or information.
W.11-12.2	Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
W.11-12.5	Develop and strengthen writing as needed by planning, revising, editing, rewriting, trying a new approach, or consulting a style manual (such as MLA or APA Style), focusing on addressing what is most significant for a specific purpose and audience.
W.11-12.8	Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation.
9.3.12.AR-VIS.2	Analyze how the application of visual arts elements and principles of design communicate and express ideas.
9.2.8.CAP.9:	Analyze how a variety of activities related to career impacts postsecondary options
9.2.8.CAP.12:	Assess personal strengths, talents, values, and interests to appropriate jobs and careers to maximize career potential.
9.2.8.CAP.16:	Research different ways workers/ employees improve their earning power through education and the acquisition of new knowledge and skills.
9.2.12.CAP.2	Develop college and career readiness skills by participating in opportunities such as structured learning experiences, apprenticeships, and dual enrollment programs.
9.2.12.CAP.6	Identify transferable skills in career choices and design alternative career plans based on those skills
9.4.8.CI.4:	Explore the role of creativity and innovation in career pathways and industries
9.4.12.CI.1	Demonstrate the ability to reflect, analyze, and use creative skills and ideas.
9.4.12.CI.3	Investigate new challenges and opportunities for personal growth, advancement, and transition
9.4.12.CT.1	Identify problem-solving strategies used in the development of an innovative product or practice.
9.4.12.CT.2	Explain the potential benefits of collaborating to enhance critical thinking and problem-solving.
9.4.8.IML.3	Create a digital visualization that effectively communicates a data set using formatting techniques such as form, position, size, color, movement, and spatial grouping.
9.4.8.IML.7	Use information from a variety of sources, contexts, disciplines, and cultures for a specific purpose.
9.4.8.IML.12	Use relevant tools to produce, publish and deliver information supported with evidence for an authentic audience.
9.4.12.IML.3	Ask insightful questions to organize different types of data and create meaningful visualizations.
9.4.12.IML.8	Evaluate media sources for point of view, bias, and motivations.

CAREER READY PRACTICES
✓   Act as a responsible and contributing citizen and employee.
✓   Apply appropriate academic and technical skills.
✓   Communicate clearly and effectively with reason.
✓   Consider the environmental, social and economic impacts of a decision.
✓   Demonstrate creativity and innovation.
✓   Employ valid and reliable research strategies.
✓   Utilize critical thinking to make sense of problems and persevere in solving them.
✓   Model integrity, ethical leadership and effective management.
✓   Use technology to enhance productivity.
✓   Work productively in teams while using cultural global competencies.

NATIONAL STANDARDS FOR FAMILY AND CONSUMER SCIENCES EDUCATION
1.2.1   Analyze the potential career choices to determine the knowledge, skills, and attitudes associated with each career.
13.3.2   Demonstrate verbal and non-verbal behaviors and attitudes that contribute to effective communication.
13.3.6   Analyze the effects of communication technology in family, work, and community settings.
13.5.1   Create an environment that encourages and respects the ideas, perspectives, and contributions of all group members.

EVENT CATEGORIES
Junior: Participants in grades 6 – 8
Senior: Participants in a comprehensive program in grades 9 – 12
Occupational: Participants in an occupational program in grades 9 – 12

ELIGIBILITY
1. Participation is open to any affiliated FCCLA school. Affiliation must be submitted by **November 1, 2022**.
2. Each affiliated school may submit one (1) entry in this event.
3. An event category is determined by the participants' grade in school.

PROCEDURES & REGULATIONS
1. Each entry will have an assigned digital folder to submit their project materials via Google Drive. A link to submit materials will be provided to the adviser upon competitive event registration. All entries must be submitted by **November 9, 2022**, and privacy settings must be viewable to anyone with the link.

2. The following materials must be labeled and submitted in the digital folder:
    ●   Link to the Homepage
    ●   Website Planning Sheet
    ●   Works Cited

3. The website and all supporting materials must be planned, designed, prepared, and produced by the participant(s) only.

4. Social networks, including but not limited to Facebook, Tumblr, and Pinterest, are not acceptable formats for a chapter website. However, these social networking tools may be embedded into or used in conjunction with the chapter website.

5. The website must be able to be used on different browsers and operating systems in addition to using tools such as Javascript, audio/video streaming, etc. in order to appropriately support the theme and purpose of the website.

8. The website may be developed using web templates or website software of the participants' choice. While many opportunities exist, some examples of free website builders include: webs.com, squarespace.com or wix.com.

9. All links embedded into the website must be active and functioning at the time of submission.

10. The chapter website must be available for viewing on the submission deadline (**November 9, 2022**). The website may not be altered after the submission until the completion of the Fall Leadership Connection.

11. Any photographs, trademarks, copyrights, or names that are used on the website must be properly cited and documented. Any failure to follow copyright laws may result in disqualification. Participant(s) must follow the school district guidelines for student privacy regarding the use of photographs, names, contact information, and student work.

12. Any elements, including but not limited to music, graphics, videos, or writing, that are viewed as inappropriate or that create a negative image for FCCLA or Family and Consumer Sciences will result in automatic disqualification.

13. Participant(s) must be registered and attend the 2022 NJ FCCLA Fall Leadership Connection to participate in this event.

WEB CONNECT SPECIFICATIONS

Digital File
Participant(s) will submit project materials through an assigned folder via Google Drive. Advisers will receive a link upon student competitive event registration. Materials must be labeled and must include: the link and copy of the homepage, Website Planning Sheet, and Works Cited.

Copy of the Homepage	One 8½" x 11" page on plain paper, provide a link to the homepage of the website.
Website Planning Sheet	Each entry must complete a Website Planning Sheet that describes the purpose in detail how the website was planned, designed, and prepared. This document must be labeled and submitted in the assigned folder.
Works Cited	One 8½" x 11" page on a plain document, list all references, copyrights, etc., using MLA or APA format. This document must be labeled and submitted in the assigned folder.

Website
Participant(s) must plan, prepare, and design a chapter website to be used as an effective public relations tool for FCCLA and Family and Consumer Sciences.

Browser	Website must meet browser specifications stated in the Regulations.
Design	Website layout and design must be creative, eye-catching, easy to navigate, and user-friendly. The homepage must contain the current State Theme (**"FCCLA: Join the Incredible Journey"**).
Promotion of FCCLA	The mission and purposes of FCCLA as well as other information about the organization including history, colors, flowers, etc. must be represented on the website.
Website Navigation Tabs	Website must include tabs and information regarding general information (About Us), Events/Meetings/Conferences, National Programs, Community Service/National Outreach Project, Competitive Events, Membership, Fundraising, etc. The website must include a wide range of diverse information.
Content	Information and resources are relevant, up to date, and accurate. The content may be found from the national website (www.fcclainc.org), the state website (www.njfccla.org), and the Handbook to Ultimate Leadership. Topics may include: community service, chapter program of work, calendar of activities, fundraisers, competitive events, recognition, leadership, national programs, state theme, etc.
Promotion of Family and Consumer Sciences	Website must include a section that provides information about the school's Family and Consumer Sciences department. Information should include teachers, courses offered, benefits of Family and Consumer Sciences education, student recognition, integration of FCCLA into the classroom, etc.

Website Planning Sheet

Web Address: _____

How was the website planned and designed?	Which three (3) tabs on the website are most important and why?

Describe the layout/design of the website. What makes is aesthetically pleasing? What makes it effective?

How does the website target members?	How does the website target school officials?	How does the website serve parents?

Site three (3) ways the website serves as a public relations tool.	Describe two (2) tabs that could be added to expand the website.

WEB CONNECT RATING SHEET

Name: _____   **School:** _____

Check One Event Category: _____**Junior**   _____**Senior**   _____**Occupational**

Write the appropriate rating under the "SCORE" column. Points given may range between 0 and maximum number indicated. Where information is missing, assign a 0. Total the points and enter under "TOTAL SCORE."

Evaluation Criteria	Poor	Fair	Good	Very Good	Excellent	Score	Comments
WEBSITE CONSTRUCTION							
Correct browser format	0-2	3-4	5-6	7-8	9-10		
Effective navigation and working links	0-2	3-4	5-6	7-8	9-10		
WEBSITE DESIGN							
Aesthetically/visually pleasing with consistent look and feel	0-2	3-4	5-6	7-8	9-10		
Good use of content "chunking"	0-1	2	3	4	5		
Interesting/creative use of multimedia content	0-1	2	3	4	5		
Homepage contains the current State Theme	0-1	2	3	4	5		
Readability	0-1	2	3	4	5		
WEBSITE CONTENT							
Content is relative and accurate	0-2	3-4	5-6	7-8	9-10		
Includes a wide range of diverse FCCLA information	0-2	3-4	5-6	7-8	9-10		
Integrates FCCLA and FCS Education	0-1	2	3	4	5		
Presents an overall positive image for FCCLA and FCS	0-1	2	3	4	5		
Correct spelling and grammar	0-1	2	3	4	5		
FILE FOLDER							
Website planning sheet is thorough	0-2	3-4	5-6	7-8	9-10		
Works Cited	0-1	2	3	4	5		

TOTAL SCORE: _____

Verification of Total Score (please initial):
Evaluator   _____

Circle Rating Achieved: Lead Consultant   _____

Gold: 90-100   Silver: 79-89   Bronze: 70-78