

The Virtual Membership Matters Competitive Event is a State Event conducted at the NJ FCCLA Fall Leadership Connection. It is an *individual* or *team* event that promotes the National Membership Kit and **Go for the Red** membership campaign. It encourages chapters to develop a well-organized membership strategy for the beginning of the school year.

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.9-10.6 Adapt speech to a variety of contexts and tasks, demonstrating command of formal English.
- 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.
- SL.11-12.4 Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks.
- 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.
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills
- 9.2.8.CAP.9: Analyze how a variety of activities related to career impacts postsecondary options
- 9.2.8.CAP.18 Explain how personal behavior, appearance, attitudes, and other choices may impact the job application process
- 9.4.8.CI.3 Examine challenges that may exist in the adoption of new ideas
- 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.2 Explain the potential benefits of collaborating to enhance critical thinking and problem-solving.
- 9.4.12.CI.3 Investigate new challenges and opportunities for personal growth, advancement, and transition.
- 9.4.8.CT.2 Develop multiple solutions to a problem and evaluate short-and long-term effects to determine the most plausible option.
- 9.4.8.CT.4 Compare past problem-solving solutions to local, national, or global issues and analyze the factors that led to a positive or negative outcome.
- 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.
- 9.4.12.CT.4 Participate in online strategies and planning sessions for course-based, school-based, or another project and determined strategies that contribute to effective outcomes.
- 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.
- 9.4.8.IML.13 Identify the impact of the creator on the content production, and delivery of information.
- 9.4.8.IML.15 Explain ways that individuals may experience the same media message differently
- 9.4.12.IML.8 Evaluate media sources for point of view, bias, and motivations.
- 9.4.8.TL.5 Compare the process and effectiveness of synchronous collaboration and asynchronous collaboration.

CAREER READY PRACTICES

- ✓ Act as a responsible and contributing citizen and employee.
- ✓ Apply appropriate academic and technical skills
- ✓ Communicate clearly and effectively with reason
- ✓ 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 a team while using global competence.

NATIONAL STANDARDS FOR FAMILY AND CONSUMER SCIENCES EDUCATION

- 2.1 Classify different types of concerns (e.g. theoretic, technical, practical) and possible methods for addressing them.
- 3.4 Distinguish adequate and /or reliable information from inadequate and /or unreliable information.
- 4.1 Synthesize information from a variety of sources that are judged to be reliable.
- 4.16 Evaluate practical reasoning process.
- 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/Occupational:** Participants in grades 9 – 12

ELIGIBILITY

1. Participation is open to any affiliated FCCLA school. Affiliation must be submitted by October 29, 2021.
2. Each affiliated school may submit one (1) entry in this event.
3. An entry is defined as one (1) participant or one (1) team of no more than three (3) participants.
4. An event category is determined by the participant's grade in school.

REGULATIONS

1. Participants should refer to the National Membership Kit resource materials that are sent to Chapter Advisers at the start of the school year and/or the national website, www.fcclainc.org.
2. This event requires:
 - A. Documents submitted in electronic project folder
 - B. An electronic presentation
 - C. An oral presentation
3. Each entry will have an assigned 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 2, 2021 and privacy settings must be viewable to anyone with the link. The following materials must be included and labeled:
 - A. A **Project Identification Page**
 - B. A **Membership Campaign Form**
 - C. A **Summary Statements Page**
 - D. Electronic Presentation
 - E. Prerecorded Oral Presentation

4. The electronic presentation must be viewable to anyone with the link.
5. The electronic presentation should be a clear and concise representation of your membership plan. It may include visuals, pictures, charts, models etc.

MEMBERSHIP MAGIC SPECIFICATIONS

Electronic Project Folder

Participant(s) will submit project materials in the electronic project folder. Documents in the folder must be labeled.

Project Identification Page	One 8½" x 11" plain document, participant(s) must include participant(s) name(s), school, chapter name, event name, event category, project/display title.
Membership Campaign Form	<p>Each entry must highlight their chapter plans to promote membership using the National Membership Kit and the Go For the Red campaign.</p> <p>Each entry must develop three (3) R's of membership for this event on the format provided. This includes creating a minimum of one (1) separate activity that recruits members, one (1) separate activity that retains members, and one (1) separate activity that recognizes members.</p> <p>The three (3) activities must be completed and reported on the format provided.</p> <p>The <u>recruitment</u> activity(ies) should be effective and show how you engaged new members.</p> <p>The activity(ies) to <u>retain</u> members must be effective and show how former members have renewed their commitment to the organization.</p> <p>The recognition activity(ies) should be unique and sincere and create a feeling of appreciation for the members.</p> <p>Space has been provided for additional membership activities that support the membership goals to recruit, retain, and recognize members.</p> <p>The Membership Strategy should not exceed the one attached page.</p>
Summary Statements	Summarize the accomplishments of each specific activity and the overall success of the membership strategy used in this event. Identify what was learned by the members participating. The Summary Statement may not exceed one (1) page.

Visuals

Participants' electronic presentations may include prerecorded video, PowerPoint or other media. Should not exceed 5 minutes in length.

Effectively illustrate content	Support, illustrate, and/or compliment objectives of the activities.
Appearance	Electronic presentation must be viewable to the audience, neat, legible, professional, creative, and use correct grammar and spelling.
Reflects the Mission and Purposes of FCCLA	Activities and display must reflect the mission and purposes of the organization.
Well organized	The presentation is well organized and flows as it unifies the activities under one (1) membership development strategy.
Impacts Membership	Activities result in an increase in membership or active participation.

Oral Presentation

The oral presentation may be three (3) minutes to (5) five in length and is prerecorded and submitted in the electronic project folder. It could be part of the electronic presentation. The presentation should concentrate on membership strategies and how the participants met the goal of the project.

Organization	State what you wanted to accomplish and express how the goal relates to the National Membership Kit; present plan in sequence. Explain successes and identify possible improvements.
Voice	Speak clearly with appropriate pitch, tempo, and volume.
Body Language	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of notes or note cards if used.
Grammar and Pronunciation	Use proper grammar and pronunciation.
Knowledge of National Membership Campaign	Provide clear and concise answers to evaluators' questions regarding the project and National Membership Campaign.

Membership Campaign Descriptions

Membership Goal:

<i>Recruit</i>

Objective:	Activity: 1.	Date: Location: Target Audience:
Results:	2. -----	Date: ----- Location: Target Audience:

<i>Retain</i>

Objective:	Activity: 1.	Date: Location: Target Audience:
Results:	2. -----	Date: ----- Location: Target Audience:

<i>Recognize</i>

Objective:	Activity: 1.	Date: Location: Target Audience:
Results:	2. -----	Date: ----- Location: Target Audience:

Summary Statements

1. Summarize the accomplishments of each of the three focus areas in your membership campaign.

2. Summarize the overall success of the cumulative membership goal.

3. Identify what has been learned by the participating members about membership development.

4. Describe any additional membership plans your chapter has for the remainder of the school year.

MEMBERSHIP MAGIC 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 score of 0. Total the points and enter under "TOTAL SCORE."

Evaluation Criteria	Poor	Fair	Good	Very Good	Excellent	Score	Comments
<i>FILE FOLDER</i>							
Membership Campaign goal/plan	0-2	3-4	5-6	7-8	9-10		
Effective activity to recruit member	0-2	3-4	5-6	7-8	9-10		
Effective activity to retain member	0-2	3-4	5-6	7-8	9-10		
Unique activity to recognize members	0-1	2	3	4	5		
Summary shows Knowledge and insight into membership efforts	0-2	3-4	5-6	7-8	9-10		
Summary is well organized and thorough with correct spelling and punctuation	0-1	2	3	4	5		
<i>ELECTRONIC PRESENTATION</i>							
Effectively Illustrate Content	0-3	3-6	7-9	10-12	13-15		
Appearance: Creative, visually pleasing, neat, professional	0-2	3-4	5-6	7-8	9-10		
Reflects the Mission and Purposes of FCCLA	0-2	3-4	5-6	7-8	9-10		
Well organized with a suitable number of slide to convey a message	0-1	2	3	4	5		
<i>ORAL PRESENTATION</i>							
Oral Presentation lively yet organized	0-1	2	3	4	5		
Voice, Body Language, Pronunciation	0-1	2	3	4	5		

TOTAL SCORE: _____

Verification of Total Score (please initial)

Evaluator _____

Room Consultant _____

Lead Consultant _____

Circle Rating Achieved:

Gold: 90-100

Silver: 79-89

Bronze: 70- 78