



Recruitment & Marketing Presentation & Display Competition

Entry Per School	1
Type of Event	Individual
State Competition	Yes
National Competition	No

(Program Standards: 3.0/4.0/5.0/8.0/9.0)

Purpose:

The purpose of the recruitment and marketing presentation and display competition is to illustrate various ways your FEA Chapter recruits and markets your program in your school and community. To create a greater awareness of the importance of the impact your chapter has in the future of education.

General Information:

- The recruitment and marketing presentation and display competition must be developed and completed during the current school year
- The display may be either freestanding or tabletop. Freestanding displays should not exceed a space of 48" deep by 60" wide by 72" high. Tabletop displays should not exceed a space 30" deep by 48" wide by 48" high.
- The display may be used as a visual during the presentation. This should include any printed materials, pictures, samples research items etc. used to identify your school of the future and illustrate your planning efforts.
- The submitted presentation must be double spaced, font size 12, and printed on white paper with contestant names, school, contest name, and grade level of students.

Submission Information:

- Submit Official FEA Competition Entry Form
- At the designated time, participants will have 10 minutes to set up a display. Only participants are allowed in the set up area.
- Participants must bring all necessary supplies and/or equipment.
- A copy of your presentation will be provided to the judges at the beginning of your presentation.
- The oral presentation may be up to 10 minutes in length. A one-minute warning will be given at 9 minutes. Participants will be stopped at 10 minutes.
- Following the presentation, the judges will have five minutes to interview and ask questions of participants.
- At least two student representatives who participated in creating the presentation or project must be registered and present at the conference.

Scoring Guidelines:

See the scoring rubric for specific scoring items in addition to these scoring guidelines.

- Based on presentation skills, research, and content of speech.

Recruitment & Marketing Presentation & Display Scoring Rubric

SCORING				SCORE
Project	GOOD 1 2 3 4	VERY GOOD 5 6 7	EXCELLENT 8 9 10	
	• Printed materials lacked quality	• Printed materials had quality	• Quality printed materials & samples	
	• Little evidence of collaboration	• Cooperative effort or tea	• Cooperative efforts of team & organizations	
	• Efforts reflected little originality or creativity	• Some creativity & originality	• Original & Creative activities evident	
	• Did not reflect purpose of FEA	• Purpose of FEA somewhat reflected	• FEA purpose clearly reflected	
	• Project had little impact on enrollment	• Project had some impact on enrollment	• Project had measured impact on enrollment	
Display	GOOD 1 2 3 4	VERY GOOD 5 6 7	EXCELLENT 8 9 10	
	• Display was hard to follow	• Display reflected project	• Display communicates project clearly	
	• Presentation was not organized	• Presentation had some order	• Organized & easy to follow	
Presentation	GOOD 1 2	VERY GOOD 3 4	EXCELLENT 5	
	• Objectives & outcomes unclear	• Objectives identified	• Objectives & outcomes clearly identified	
	• Presenters not dresses professionally	• Dressed semi – professionally	• Dressed professionally	
	• Voice was hard to understand	• Voice was adequate	• Voice was clear & understandable	
	• Body language was distracting	• Body language was appropriate	• Body language enhanced presentation	
	• Demonstrates little confidence	• Demonstrates some confidence	• Candidate is confident	
	• Answers to questions are lacking	• Answers to questions are adequate	• Answers to questions are exceptional	
TOTAL SCORE:				
Judge's Comments:				