



Environmental Ambassador

Environmental Ambassador, an *individual or team event*, recognizes participants who address environmental issues that adversely impact human health and well-being and who actively empower others to get involved. Participants will research one of the five 2017–2018 topics, investigate areas where they can make a difference, develop and carry out a *project* for their home, school, or *community*, and educate others in their school or *community* about the problems, effects, and solutions regarding the environmental concern. Participants must prepare a *portfolio* and an *oral presentation*.

This STAR Event was written in collaboration with and is endorsed by the Environmental Protection Agency.



EVENT CATEGORIES

Junior: through grade 9

Senior: grades 10–12

Occupational: grades 10–12

See page 85 for more information on event categories.

STANDARDS ALIGNMENTS

See STAR Events Resources Page for detailed event alignment information to national educational initiatives and standards.

CAREER CLUSTERS

- Agriculture, Food & Natural Resources
- Architecture & Construction
- Education & Training
- Government & Public Administration
- Health Science
- Hospitality & Tourism
- Science, Technology, Engineering & Mathematics
- Transportation, Distribution & Logistics

2017–2018 COMPETITION TOPICS

All Environmental Ambassador projects must be based on one of the following topics.

1. Efforts to increase energy efficiency and decrease environmental impact (<https://www.epa.gov/energy/learn-about-energy-and-its-impact-environment>)
2. Promote efficient use of water resources (<https://www.epa.gov/watersense>)
3. Efforts to promote greener transportation (<https://www.epa.gov/greenvehicles>)
4. Efforts to promote greener sports (<https://www.epa.gov/green-sports>)
5. Efforts to reduce food waste (<https://www.epa.gov/sustainable-management-food>)

PROCEDURES & TIME REQUIREMENTS

1. Each entry will submit a *portfolio (hardcopy or electronic)* to the event room consultant at the designated participation time.

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GENERAL INFORMATION								
Individual or Team Event	Prepare Ahead of Time	Equipment Provided	Electrical Access	Participant Set Up / Prep Time	Room Consultant & Evaluator Review Time	Maximum Oral Presentation Time	Evaluation Interview Time	Total Event Time
Individual or Team	Portfolio, Oral Presentation	Table	Not provided	5 minutes	10 minutes prior to presentation	1-minute warning at 9 minutes; stopped at 10 minutes	5 minutes	30 minutes

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

* Presentation Equipment is allowed only for presentation of electronic portfolio.

2. Participant(s) will have 5 minutes to set up for the event. Other persons may not assist.
3. Room consultants and evaluators will have 10 minutes to preview the *portfolio* during participant set up time. The participant must make the *electronic portfolio* accessible to evaluators.
4. The oral presentation **may be up to** 10 minutes in length. A one-minute warning will be given at 9 minutes. Participant(s) will be stopped at 10 minutes.
5. If audio or audiovisual recordings are used, they are limited to 3 minutes playing time during the presentation. *Presentation equipment*, with no audio, may be used during the entire presentation.
6. Following the presentation, evaluators will have 5 minutes to interview participant(s).
7. Evaluators will have up to 5 minutes to use the rubric to score and write comments for participants.

ELIGIBILITY & GENERAL INFORMATION

1. Review “Eligibility and General Rules for All Levels of Competition” on page 87 prior to event planning and preparation.
2. A table will be provided. Participant(s) must bring all other necessary supplies and/or equipment. Wall space will not be available.
3. **Access to an electrical outlet will not be provided.** Participant(s) are encouraged to bring fully charged electronic devices such as laptops, tablets, etc., to use for audiovisual or *electronic portfolio* presentation, if desired.
4. Spectators may not observe any portion of this event.




ENVIRONMENTAL AMBASSADOR 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* and tabs, must fit within the cover, be one-sided, and may not exceed 48 pages, as described below. Once a *hardcopy portfolio* has been turned in to evaluators, participants may not switch to an *electronic portfolio*.

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 59 slides, as described below.

1-8 ½" 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.
1-8 ½" 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.
1-8 ½" 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 <i>Project Summary</i>  Submission	Participants should complete the online <i>project summary</i> form located on the "Surveys" tab of the FCCLA Portal, and include proof of submission in the <i>portfolio</i> .
0–10	<i>Content Divider Pages</i> or Sections	Use 0 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 34 8 ½" x 11" pages or 44 slides	Evidence of Research	Document background research and <i>current</i> data supporting project concern.
	Knowledge of the Relationship of Environmental Concern to Participants' Home, School, and/or <i>Community</i>	Identify the competition topic project chosen. Document the <i>current</i> and potential effects the environmental problem has on participants' homes, schools, and/or communities and ways individuals and groups of people can work stop, counteract, or reverse said problems.
	Creativity and Duplication of <i>Project</i>	The <i>project</i> should creatively combat the environmental concern as well as lend itself to active engagement with more people and/or duplication by others.
	Overall Environmental Responsibility of <i>Project</i>	The <i>project</i> should address the chosen environmental concern without causing additional harm to the environment. (i.e. if your project focus is on energy consumption it should specifically address energy consumption, but it should also not waste or misuse other <i>resources</i> .)
	Evaluation of <i>Project</i>	Evidence that participant(s) evaluated their <i>project</i> for effectiveness and ability to reach others.
	Evidence of Educational Presentations	Document three educational presentations which have taken place prior to competition; including date, location, and proof of presentation, such as photos, news clippings, and/or thank-you notes.

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Environmental Ambassador Specifications (continued)

Up to 34 pages or 44 slides (continued)	Scope of Educational Presentations	Describe the <i>audience(s)</i> reached through educational presentations, including the reason for targeting specific <i>audiences</i> and the benefits of educating them on the environmental concern.
	Effectiveness of Educational Presentations	Document an evaluation of effective educational presentations. May be through <i>audience</i> members' change in activity, opinions, knowledge level, or other methods.
	Connection to Family and Consumer	Describe relationship of project <i>content</i> to Family and Consumer Sciences and/or related occupations.
	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	<i>Portfolio</i> must be neat, legible, and <i>professional</i> and use correct grammar and spelling.

Oral Presentation

The oral presentation **may be up to 10 minutes** in length and is delivered to evaluators. The presentation should explain the specifics of the project. The presentation may not be prerecorded. If audio or *audiovisual equipment* is used, it is limited to 3 minutes playing time during the presentation. *Presentation equipment*, with no audio, may be used throughout the oral presentation. Participants may use any combination of *props*, materials, supplies, and/or equipment to demonstrate how to carry out the project.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project.
Knowledge of Environmental Concern	Show evidence of <i>current</i> data and knowledge of trends in the environmental concern topic area.
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.
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 notes or note cards if used. Wear appropriate clothing for the nature of the presentation.
Grammar/Word Usage/	Use proper grammar, word usage, and pronunciation.
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding project. Questions are asked after the presentation.



STAR Events Point Summary Form ENVIRONMENTAL AMBASSADOR

Name of Participant _____

Chapter _____ State _____ Team # _____ Station # _____ Category _____

DIRECTIONS:

1. Make sure all information at top is correct. If a student named is not participating, cross their name(s) off. If a team does not show, please write "No Show" across the top and return with other forms. Do **NOT** change team or station numbers.
2. Before student presentation, the room consultants must check participants' *display* using the criteria and standards listed below and fill in the boxes.
3. At the conclusion of presentation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in front of the completed rubrics and staple all items related to the presentation together.
4. At the end of competition in the room, double check all scores, names, and team numbers to ensure accuracy. Sort results by team order and turn in to the Lead or Assistant Lead Consultant.
5. Please check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points
Registration Packet 0 or 3 points	Picked up by adviser or designated adult during scheduled time No 0 Yes 3		
Event Online Orientation Documentation 0 or 2 points	0 Official documentation not provided at presentation time or signed by adviser	2 Official documentation provided at presentation time and signed by adviser	
Hardcopy Portfolio 0–1 point or Electronic Portfolio 0–1 point	0 Binder is not the official FCCLA binder 0 Electronic Portfolio not in viewable format to the evaluators	1 Binder is the official FCCLA binder 1 Electronic Portfolio in viewable format to the evaluators	
Portfolio Pages 0–3 points	0 Portfolio exceeds the page limit	1 2 3 2 or more errors 1 error no errors Portfolio contains no more than 48 single-sided pages or 59 slides completed correctly, including: <ul style="list-style-type: none"> 1 project ID page or slide 1 table of contents page or slide 1 Planning Process summary page or 2 slides Project Summary Submission Proof Up to 10 content divider pages or slides Up to 34 content pages or 44 content slides 	
Punctuality 0–1 point	0 Participant was late for presentation	1 Participant was on time for presentation	

EVALUATORS' SCORES

ROOM CONSULTANT TOTAL

Evaluator 1 _____ Initials _____

(10 points possible)

Evaluator 2 _____ Initials _____

AVERAGE EVALUATOR SCORE

Evaluator 3 _____ Initials _____

(90 points possible) _ . _ . _ . _

Total Score _____ divided by number of evaluators

FINAL SCORE

_____ = **AVERAGE EVALUATOR SCORE**

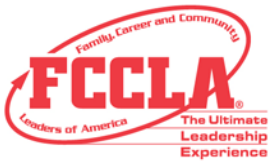
(Average Evaluator Score plus Room Consultant Total) _ . _ . _ . _

Rounded only to the nearest hundredth (i.e. 79.99 not 80.00)

RATING ACHIEVED (circle one) **Gold:** 90-100 **Silver:** 70-89.99 **Bronze:** 1-69.99

VERIFICATION OF FINAL SCORE AND RATING (please initial)

Evaluator 1 _____ Evaluator 2 _____ Evaluator 3 _____ Adult Room Consultant _____ Event Lead Consultant _____



ENVIRONMENTAL AMBASSADOR Rubric

Name of Participant _____

Chapter _____ State _____ Team # _____ Station # _____ 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	
Evidence of Research 0-5 points	0 Not explained	1 Some research done but incomplete information	2 Research is current but from unreliable sources and does not adequately cover the topic	3 Research is current, appropriate for topic, from reliable sources but does not adequately cover the topic	4 Research is current, appropriate for topic, from reliable sources, and adequately covers the topic	5 Research is from current, reliable sources, documented correctly, and extensively covers the topic	
Knowledge of the Relationship of Environmental Concern to Participants' Home, School, and/or Community 0-6 points	0 No relationship described	1-2 Explanation of how the participants' environment(s) is affected is inadequate and/or potential solution(s) for the problem are not provided		3-4 Explanation of how the participants' environment(s) is affected is adequate, potential solution(s) for the problem provided		5-6 Explanation of how the participants' environment(s) is affected is extensive, multiple potential solutions for the problem provided and are both thorough and practical	
Creativity and Duplication of Project 0-10 points	0 Project not completed	1-2 Project did not address concern	3-4 Project addressed the concern	5-6 Project effectively addressed concern and is easy for others to duplicate	7-8 Project creatively and effectively addressed the concern, reached a few other people, is easy for other to duplicate	9-10 Project creatively and effectively addressed the concern, reached a large number of people and is easy for others to duplicate	
Overall Environmental Responsibility of Project 0-4 points	0 No regard for environmental responsibility in project execution	1 Materials, resources, and activities used for the project were somewhat wasteful	2 Most materials, resources, and activities used for the project were chosen with respect to their environmental impact		3-4 Materials, resources and activities used for the project were thought out, chosen, and showed a thorough knowledge of environmental responsibility		
Evaluation of Project 0-3 points	0 No evaluation conducted	1 Evaluation method was unsuccessful	2 Evaluation was appropriate		3 Evaluation was thorough and appropriate. Ideas for positive changes are suggested		
Evidence of Educational Presentations 0-2 points	0 Evidence of three educational presentations is not included		1 Evidence of three educational presentations is included		2 Evidence of three educational presentations is included with the date, location, and one proof of completion		
Scope of Educational Presentations 0-5 points	0 No descriptions provided	1 Description of only one presentation provided	2 Description of only two presentations provided	3 Limited descriptions of all three educational presentations are included	4 Adequate descriptions of each educational presentation are included with information on the audience, why they were targeted, and what benefit(s) this particular group took from the presentation	5 Extensive descriptions of each educational presentation are included with information on the audience, why they were targeted, and what benefit(s) this particular group took from the presentation	
Effectiveness of Educational Presentations 0-5 points	0 No evidence of presentation effectiveness provided	1-2 Limited evidence of presentation effectiveness provided		3 Detailed evidence of presentation effectiveness provided.	4-5 Detailed evidence of presentation effectiveness provided. Ideas of how to improve effectiveness shared		

Environmental Ambassador Rubric (continued)

Points

Connection to Family Consumer Sciences 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	
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 may contain grammatical or spelling errors and is organized poorly	2 Portfolio is neat, legible, and professional, with correct grammar and spelling		3 Neat, legible, professional, correct grammar and spelling used with 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 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 but does not flow well	9-10 Presentation covers all relevant information with a seamless and logical delivery	
Knowledge of Environmental Concern 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:

TOTAL
(90 points possible)

Evaluator # _____
Evaluation Initial _____
Room Consultant Initial _____