

Illinois Proficiency Events Point Summary Form
Entrepreneurship: Food Truck

Directions:

1. Make sure all information at the top of the page 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.
2. Before student presentation, the room consultants must check participants' display and portfolio 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 the competition in the room, double check all scores and names to ensure accuracy. Sort results by presentation order and turn in to the Event Coordinator.
5. Please check with the Event Coordinator if there are any questions regarding the evaluation process.

Room Consultant Check					Points
Display Set-up 0 – 2 point	0 Participant did not set up display within the allotted time period.	1 Participant set up display during allotted time period but did not complete set-up before time was called.	2 Participant completely set up display during the allotted time.		
Display Dimensions 0 – 2 point	0 Does not fit with the appropriate dimensions	1 The display fits within the appropriate dimensions but extra items are left in the area.	2 The display fits within the appropriate dimensions and the area around the display is clear.		
Hardcopy Portfolio 0 – 1 point or Electronic Portfolio 0 – 1 point	0 Binder is not 1" red or white or Electronic Portfolio not in viewable format to the evaluators	1 Binder is the approved size and color or Electronic Portfolio is in viewable format to the evaluators			
Portfolio Pages 0-4 points	0 Portfolio exceeds the page or slide limit	1 2 3 4 2 or more errors 1 error no errors Portfolio contains no more than 35 single-sided pages, or 60 slides completed correctly, including: <ul style="list-style-type: none"> • 1 project ID page or slide • 1 table of contents page or slide • 1 <i>Planning Process</i> summary page or 2 slides • Up to 7 content divider pages or slides • Up to 25 content pages or 49 slides 			
Punctuality 0 – 1 point	0 Participant was late for presentation	1 Participant was on time for presentation			
					Room Consultant Total (10 points possible)
					Average Evaluator Score (90 points possible)
					Final Score (Average Evaluator Score plus Room Consultant Total)

Evaluator's Scores

Evaluator 1 _____ Initials _____ Evaluator 2 _____ Initials _____ Evaluator 3 _____ Initials _____

Total Score _____ divided by the number of evaluators _____ = **Average Evaluator Score**

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

Room Consultants Initials _____ Event Coordinator's Initials _____

Entrepreneurship: Food Truck Rubric

<i>Display</i>				<i>Points</i>
Display Design 0 – 5 points	0 1 2 Display lacks appeal. No Designer Information/Truck Profile provided	3 4 Display shows some appeal. Needs more attention to detail. Designer Information/Truck Profile was provided but incomplete.	5 Display is very attractive. Designer Information/Truck Profile is complete.	
Food Truck Design 0 – 5 points	0 1 2 Truck design somewhat reflects the Truck name and type of food served. Lacks color and detail.	3 4 Thoughtful design that reflects the Truck name and type of food served. Colorful but could be more detailed.	5 Excellent design that links with the Truck name and type of food served. Colorful, eye catching and detailed.	
<i>Portfolio</i>				<i>Points</i>
Portfolio Appearance 0 – 5 points	0 1 2 Portfolio is unorganized. Portfolio does not describe/illustrate the Food Truck business.	3 4 Portfolio is neat but may contain grammatical/spelling errors and is poorly organized. Portfolio does not completely describe the Food Truck business.	5 Portfolio is neat, legible, professional, correct grammar/spelling. It is very well written and describes the Food Truck business.	
FCCLA Planning Process Summary 0 – 5 points	0 1 2 Planning Process Summary not provided.	3 4 Planning Process steps are presented either inadequately or all steps are presented but not summarized.	5 Evidence that the Planning Process was utilized to plan project. Each step is fully explained.	
Food Truck Theme 0 – 10 points	0 1 2 3 4 Truck theme is not readily apparent.	5 6 7 8 Truck theme is apparent but lacks creativity and does not entice customers.	9 10 Truck theme is very creative and entices customers.	
Target Market 0 – 10 points	0 1 2 3 4 Many criteria were not addressed or incomplete.	5 6 7 8 One or two criteria were missing. Many criteria not thoroughly answered.	9 10 All criteria were addressed. Thorough and well written.	
Marketing 0 – 10 points	0 1 2 3 4 Logo and slogan did not make sense. Lacked creativity Not all media types were addressed	5 6 7 8 Logo and slogan were adequate but lack creativity. Media types were addressed but lacked information.	9 10 Logo and slogan were well thought out. Media types were addressed thoroughly with examples provided.	
Menu 0 – 15 points	0 1 2 3 4 5 6 8 – 10 menu items not presented. Menu lacks appeal and creativity. Does not match the truck theme.	7 8 9 10 11 8 – 10 menu items are presented but menu lacks appeal and creativity. Items do follow the truck theme.	12 13 14 15 8 – 10 menu items are presented. Menu items are creative, appealing and follow the truck theme.	
Menu Item/Product Analysis 0 – 10 points	0 1 2 3 4 Product analysis is missing or many of the criteria are not addressed. Math is incorrect. Item is not economical and would not sell well.	5 6 7 8 Product analysis is presented but with one or two criteria missing. Math is incorrect. Item is priced economically.	9 10 Product analysis is complete and accurate done. Math is correct. The item is well priced and would sell.	

Total Points: _____

Rubric continued on the back

Entrepreneurship: Food Truck Rubric

<i>Oral Presentation</i>				<i>Points</i>
Oral Presentation 0 – 10 points	0 1 2 3 4 Overall presentation lacked clarity; information was incomplete; equal participation of team members was missing	5 6 7 8 Oral presentation was adequate; additional details regarding the theme and menu, target market, marketing plan, and product analysis would have been helpful; everyone on the team participated equally	9 10 Excellent oral presentation; very concise and accurate information; equal participation of every team member	
Presentation/Response to Evaluators' Questions 0 –5 points	0 1 2 Lacked knowledge of food truck business; unable to answer some questions	3 4 Showed some knowledge of food truck business; gave appropriate responses to questions	5 Exhibited knowledge of food truck business; responses to questions were appropriate and given without hesitation	

Evaluator's Comments:

Total Points _____