

General Competition Information



Note: The following guidelines apply to **all** 2015 Future Educators Association National Competitions. Please copy and distribute these pages to each student competing in a competition.

- **Competitions will take place on Thursday, April 23 and Friday, April 24, 2015 at the FEA National Conference at the Hyatt Regency Crystal City in Arlington, Virginia, which all competitors must attend.** (Competitors in the FEA Leadership Award competition will not need to participate in any onsite judging.)
- All individual competitions are open to good-standing FEA members in middle school and high school. (Students may or may not be affiliated with an FEA chapter.) All chapter competitions are open to good-standing FEA chapters in middle school and high school. **Please note: middle school will compete with high school. They will not have their own division.** A couple of select competitions are open to college level students. They will compete in their own division.
- If a competitor is from a state that holds state competitions they must first qualify at their state conference before competing at the FEA National Conference. Contact your state director to see if your state offers competitions.
- **All competitor materials must be uploaded by Noon (Eastern Time), March 16, 2015.** Each competition will identify what materials are required for submission prior to the competition. Failure to submit required materials by the submission deadline will result in disqualification. **Students who have qualified for nationals by placing in the top five in state-level competitions also must submit their entries on the national website by the deadline to compete at the national conference.**
- For states that offer state-level competitions, the top five places in each competition offered by the state will be eligible to compete at the FEA National Conference; no other entrants from states that offer the competition at the state level will be eligible for those state-level-offered competitions. For states that do not offer state-level competitions, students may register to compete in those events at the FEA National Conference. (For example, if you want to compete in Impromptu Speaking but place sixth or lower in your state level Impromptu Speaking competition— or don't compete in the state level competitions at all, you unfortunately can't compete in Impromptu Speaking at the FEA National Conference this year. If you live in a state that didn't hold an Impromptu Speaking state-level competition, you may register to compete in that event at the FEA National Conference.) This applies to all FEA National Competitions.

(CONT.)



TEACH. REACH. LEAD!

General Competition Information



- **All video files that are submitted in advance must be in .mp4 format.** Videos that are not in this file format will not be accepted and will be immediately disqualified. Videos will not be accepted by mail.
- Students may enter up to a total of three (3) combined events.
- Advisors may enter up to three (3) students per chapter in each individual event and one (1) team for chapter events. **All chapter events require at least two and no more than four student representatives per chapter to participate in the judging session at the FEA National Conference.**
- Competitors must report to their assigned areas on time. Failure to report at their scheduled time can result in disqualification. All advisors will be provided a schedule of all of their students' scheduled competition times prior to the conference.
- Competitors may allow advisors and other non-competitor spectators to be in the judging room with the participant during their competition. Peer competitors will not be permitted as spectators.
- Competitors are expected to dress in business-casual attire. **(See here for a detailed explanation of what is and is not permissible as "business casual.")** Points will be deducted from the entrant's score for failure to follow the stated dress code.
- Certificates will be awarded to the top 10 entries. Awards will be presented to the top three (3) entries in each category.
- Entrants grant PDK International, the sponsoring organization for FEA, the right to use and publish the submission in print, online, or in any media without compensation.
- Entrants grant PDK International, the sponsoring organization for FEA, the right to post photos of students for promotional purposes on the state FEA website.
- All source media used for the competition must be cited in competition submissions.
- All submitted materials must reflect original work from the 2014-2015 school year. Material that may have been submitted in previous years is ineligible.
- Written permissions for copyrighted material must be obtained for the rights to display and present media-related materials at the FEA National Conference and to post media-related materials on the FEA website. All permissions obtained to use copyrighted material must be included with entry submission. (Note: This requirement does apply to music used in videos and other media-related materials. It does not apply to artifacts collected for a project.) Failure to accomplish this will result in disqualification.

Entries must be submitted online at: www.futureeducators.org under "National Conference"

For event inquiries call: 800-766-1156 or email fea@pdkintl.org

2015 Recruitment and Marketing Presentation Competition



COMPETITION TYPE: Chapter—Closed to spectators

ELIGIBILITY: FEA Chapters at the Middle and High School Levels

Contest Purpose

Every community has an interest in supporting the next generation of great educators. Still, FEA chapters have had to work hard over the years to make the case to students, teachers, and administrators as to why FEA matters and should be supported.

The purpose of the Recruitment and Marketing Presentation Competition is to showcase creative and entrepreneurial ways your FEA Chapter gets creative to recruit and to market your program in your school and community. Participants must prepare a display, a video, and an oral presentation.

Research

These research resources that may be helpful concerning your topic:

- Interview your principal - What is encouraged or has been successful at your school?
- Interview fellow students - What best taps in to their desire to participate in programs like FEA?
- Interview counselors - How do they encourage student participation?
- Reach out to nearby colleges or other FEA chapters in your state (If you have a state director, he/she can be helpful here.)
- Internet sources - recruitment/marketing strategies

Competition Guidelines

The chapter must conduct a local recruitment and marketing campaign, then clearly describe how the project impacted their school and/or community. The chapter must then prepare/share a visual display, a video, and an oral presentation. All materials related to this competition must be developed during the 2014-2015 school year.

VISUAL DISPLAY

- A. 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.
- B. The display must be used as a visual aid 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.

VIDEO

- A. The video must be no shorter than 60 seconds and no longer than 180 seconds. Points will be deducted for

videos that are shorter than the minimum length or longer than the maximum.

- B. The video should be a public service announcement promoting participation in FEA. Get creative!
- C. The video must be prepared in .mp4 file format.
- D. The video file must be brought to the FEA National Conference session on a flash drive.

ORAL PRESENTATION

- A. At the FEA National Conference, no less than two and no more than four chapter representatives from each participating chapter will make an oral presentation to a panel of judges. During the presentation, chapter members will have up to five minutes to introduce their video and to provide description and context. Chapter members will then play the video for the judges. The entire presentation to judges (oral presentation and video) will last no more than 10 minutes.
- E. Professional presentation skills are encouraged.
- F. Following the presentation and the video, the judges will have up to five minutes to ask questions to chapter representatives.

Judging and Scoring

- A. The judges' decisions are final.
- B. Scoring is based on the Recruitment and Marketing Presentation Competition rubric.

How to Enter

- A. Chapters must register online for the competition by the submission deadline stated on the General Competition Information sheet.
- B. Print the confirmation page for your records after completing the online submission form.