



Best Agri-Marketing Career Pathway Demonstration

Location: VIRTUAL

Chairman

Joy Soares

Joy.soares@tcoe.org

Tulare Kings College and Career Collaborative



This competition can be used for actual recruitment of pathway students at your high school!

Demonstration Script DUE: Tuesday, April 13, 2021

- Please email to joy.soares@tcoe.org
- In the email body, please include the following information
 - Names of all students on the Pathway Demonstration Team
 - Pathway Name
 - High School and District Name
- Audience for the script - 8th graders being recruited to your high school and pathway for 2021-22
- Scripts will represent what would be presented verbally to the 8th grade students in a four-minute demonstration (includes writing about what you would do with any props)

Recruitment Space Photograph(s) DUE: Tuesday, April 13, 2021

- Please email to joy.soares@tcoe.org
- In the email body, please include the following information
 - Names of all students on the Pathway Demonstration Team
 - Pathway Name
 - High School and District Name
- Please send no more than three photographs.

Industry Partner Interviews will be held on Wednesday, April 14, 2021 on ZOOM in the afternoon.

- Appointment times will be sent to each team to the email that the script and the photograph(s) were sent from.

Eligibility:

Eligibility is limited to teams of two to four pathway students. No individual entries are permitted.

Expectations:

Create and execute a demonstration presentation for your career pathway that introduces and serves as a recruitment tool for middle school students. Real World Connection - This is an opportunity for pathway teams to build their spring recruitment campaign for their junior high student audience.



Scope of Contest:

In lieu of a live or filmed presentation, candidates will submit a script of their demonstration, a photograph of their recruitment space, and participate in a 10-minute interview with Industry Partners on the afternoon of April 14, 2021.

Presentation Requirements:

1. Every aspect of the presentation is to be completed by students. Coaches/Teachers are encouraged to supervise their teams.
2. Interactive hands-on and/or a demonstration of something from your occupational/academic area to be included.
3. Presentations will be built with the “Pathway Demonstration Rubric” in mind; below.



Career Pathway Demonstration Rubric

Presentation Script, Presentation Photograph, Industry Interview

	Exemplary (6 points)	Experienced (4 points)	Developing (2 points)	Emerging (0 points)
Demonstration Script Explanation of Ideas and Information	... presents career pathway and pertinent additional information, findings, arguments and supporting evidence clearly, concisely, and logically; the middle school students can follow the line of reasoning ... selects information, develops ideas and uses a style appropriate to their career pathway industry and recruitment of their middle school audience	... presents career pathway information, findings, arguments and supporting evidence somewhat clearly, concisely, and logically; the middle school students can follow the line of reasoning most of the time ... selects information, develops ideas and uses a style appropriate to their career pathway industry and recruitment of their middle school audience	... presents career pathway information, findings, arguments and supporting evidence that is not always clear and the line of reasoning is difficult to follow for the middle school students ... attempts to select information, develops ideas and uses a style appropriate to their career pathway industry and recruitment of their middle school audience, but does not always succeed	... attempts to present career pathway information, findings, arguments and supporting evidence clearly and logically, but arguments lack evidence; the middle school students cannot follow the line of reasoning ... selects information, develops ideas and a style that is not appropriate to the career pathway and recruitment of their middle school audience
Demonstration Script Organization	... exceeds the requirements for interactive hands-on and/or demonstration of something from their occupational/academic area ... has a clear and interesting introduction and conclusion ... organizes time well with no part too long or too short	... meets the requirements for the demonstration of something from their occupational/academic area ... has an interesting introduction and conclusion ... organizes time well with very few lapses on a topic or presentation aid	... meets most of the requirements for the demonstration of something from their occupational/academic area ... has an unclear introduction and conclusion ... generally organizes time well, may spend too little or too much on a topic	... attempts to meet the requirements for the demonstration of something from their occupational/academic area ... unable to identify an introduction and/or conclusion ... uses time poorly, presentation was too long or too short
Photograph Recruitment Space	... uses well-produced audio/visual aids or media to understand the pathway's program of study, WBL and benefits	... uses audio/visual aids or media to understand the pathway's program of study, WBL and benefits	... uses audio/visual aids or media that distracts from and does not coordinate with the pathway's program of study, WBL and benefits	... audio/visual aids or media is not used
Industry Partner Interview Content	... demonstration of full knowledge by answering all questions about their career pathway and design process with explanations and elaboration on team member's strengths	... is at ease with expected answers to all questions with elaborating on the response provided about their career pathway and design process	... is not comfortable with information and only able to answer rudimentary questions about their career pathway and design process	... very little grasp of information and unable to answer questions about their career pathway and design process
Industry Partner Interview Nonverbal Skills (Eyes and Body)	... team members keep eye contact with audience most of the time with only a glance at notes or slides ... team members use natural gestures and movements ... team members look poised and confident	... team members keep eye contact with audience some of the time with many glances at notes or slides ... team members use gestures and movements ... team members show some poise and confidence	... team members make infrequent eye contact with audience, reads notes or slides most of the time ... team members use very few unnatural gestures and movements ... team members show some poise and confidence	... team members attempt to look at the audience, reads notes or slides most of the time ... team members use no gestures and movements ... team members lack poise and confidence, fidgets, slouches, appears nervous

2021 TCOE College + Career Aligned to CCSS for ELA Speaking & Listening and adapted from North Carolina State University and BIE