



National FFA Career Development Events

*A Special Project of the
National FFA Foundation*

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General Information

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These are the official rules and regulations for National FFA Career Development Events for 2012-2016. Refer to the CDE webpage on ffa.org for the most up-to-date edition of the career development event handbook.

Prepared and published by the National FFA Organization. The National FFA Organization is a resource and support organization that does not select, control or supervise state association, local chapter or individual member activities except as expressly provided for in the National FFA Organization Constitution and Bylaws. The National FFA Organization affirms its belief in the value of all human beings and seeks diversity in its membership, leadership and staff.

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. National FFA Online, www.ffa.org, FFA's Internet web site, can provide information about the National FFA Organization.

Philosophy of National FFA Career Development Events

The National FFA Organization is dedicated to organizing experiences that will meet the future needs of students while accomplishing the current purposes of agricultural education. The primary goal of career development events is to develop individual responsibilities, foster teamwork and promote communication while recognizing the value of ethical competition and individual achievement.

The activities in each career development event:

- include problem solving, critical thinking and teamwork skills, where appropriate.
- encourage appreciation for diversity by reducing barriers to participation among members.
- develop general leadership and recognize individual and team achievement.
- promote concentrated focus on future needs of members and society.

The National FFA Organization assumes the leadership role in developing and continuously improving relevant FFA career development events. National career development events should reflect instruction that currently takes place in the entire agricultural education program, including classroom instruction, laboratory instruction, individualized instruction and/or supervised agricultural experience. Career development events and awards are intended to be an outgrowth of instruction. Also, it is appropriate for the national organization to develop career development events and awards that stimulate instruction in emerging areas that reflect both current and future community, national and global work force needs. National FFA Career Development Events should be developed with significant input from FFA members, teachers, partners, respective industry sponsors and others involved in agricultural education. The National FFA Organization continues to encourage accessibility and provide opportunities for achievement and recognition for students with diverse backgrounds.

Career development events that include team activities should be based on cooperation and teamwork while recognizing the value of competition and individual achievement. Where appropriate, team activities will be included that require two or more members from one chapter working cooperatively.

Agriculture, Food and Natural Resources (AFNR) Career Cluster Content Standards

Agriculture is a highly technical and ever-changing industry upon which everyone is dependent. In order to maintain agriculture as the nation's number one industry, it is crucial to understand the importance of agrisciences, marketing strategies, safe food production and continuous research. Strong, relevant agriscience programs are one way to can maintain the nation's agricultural edge.

The National AFNR Career Cluster Content Standards were developed as part of the National FFA 10 x 15 project to provide state agricultural education leaders and teachers with a forward-thinking guide for what students should know and be able to do through the study of agriculture. The National AFNR Career Cluster Content Standards should be used as a guide to develop well-planned curriculum in agriscience education to be delivered to students throughout the country. For a complete copy of the AFNR Career Cluster Content Standards please visit www.agedlearning.org.

National FFA Organization has adopted the AFNR Career Cluster Content Standards and integrated them into all national award and recognition programs for the benefit of the members, school administration and agriculture as a whole. Details outlining the incorporation of the standards in career development events can be found at the end of each event chapter in the CDE handbook.

Official CDE Rules and Policies – 2012-2016

General Rules

Violations of any of the following rules may be grounds for the event superintendent to disqualify the participants. National FFA staff and event superintendents will use the published rules and procedures to organize and implement the National FFA Career Development Events. Event activities may not be conducted due to lack of necessary materials, expertise or extreme impact to event budgets. Teams that are certified to compete will receive the current event format in a team orientation packet prior to the convention.

Official Dress Recommendations, Number of Participants and Number of Scores for Team Total

Event	Official Dress Appropriate	Number of Participants Allowed (per team)	Number of Scores Counted for Team Score
Agricultural Communications	Yes	3	3
Agricultural Issues Forum	Optional	3-7	Team Score Event
Agricultural Technology and Mechanical Systems	No	4	Top 3 Scores
Agricultural Sales	Yes	4	4
Agronomy	Yes	4	4
Creed Speaking	Yes	1	N/A
Dairy Cattle Management and Evaluation	Yes	4	4
Dairy Cattle Handlers	Yes	1	N/A
Environmental and Natural Resources	No	4	4
Extemporaneous Public Speaking	Yes	1	N/A
Farm Business Management	Yes	4	Top 3 Scores
Floriculture	Yes	4	4
Food Science and Technology	Yes	4	4
Forestry	No	4	4
Horse Evaluation	Yes	4	Top 3 Scores
Job Interview	Yes	1	N/A
Livestock Evaluation	Yes	4	4
Marketing Plan	Yes	3	Team Score Event
Meats Evaluation and Technology	No	4	Top 3 Scores
Milk Quality and Products	Yes	4	4
Nursery/Landscape	Yes	4	Top 3 Scores
Parliamentary Procedure	Yes	6	Team Score Event
Poultry Evaluation	Yes	4	Top 3 Scores
Prepared Public Speaking	Yes	1	N/A
Veterinary Science	No	4	4

Eligibility of Participants

- A. Each participant must be a current, bona fide, dues paying FFA member in good standing with the local chapter, state FFA association and the National FFA Organization during the school year which the participant qualified to participate at the national level.
 - 1. In the event a participant's name is not on the chapter's official roster for the years in which the dues were payable to the National FFA Organization, a past due membership processing fee, in addition to the dues, must be paid prior to the national event.
 - 2. National FFA membership staff will set the processing fee amount annually.
- B. The participant, at the national event, must:
 - 1. Be a high school FFA member; high school refers to grades 9-12. (A graduating senior is considered eligible to compete in state and national career development events up to and including his/her first national convention following graduation.)
 - 2. Have qualified as a 7th, 8th or 9th grade member to participate in the Creed speaking event.
 - 3. While in high school, be enrolled in at least one agricultural education course during the school year and/or follow a planned course of study; either course must include a supervised agricultural experience program, the objective of which is preparation for an agricultural career.
 - 4. If a student moves to a different chapter or a different state once a he/she has qualified as a state representative in a career development event, that student may be allowed to compete in the national event with the school he/she qualified with during the qualifying year.
- C. A student may not participate more than once in the same official National FFA Career Development Event.
- D. No student may participate in more than one National FFA Career Development Event each year.
- E. Each member participating in a National FFA Career Development Event must submit the proper Waiver, Release of Liability and Consent to Medical Treatment Form prior to start of event.

Selection and Certification of State Teams

- A. Each state will submit a team declaration form by June 1 prior to the national FFA convention. An entry processing fee will be charged for participation in each declared event with the exception of the dairy cattle handlers activity.
- B. Each team will be composed of the number of members determined by the specific event rules and formats. The members of a state team must be from the same chapter. Members must qualify in the career development event in which they are to participate at the national level. Teams must be selected at a state or interstate career development event held between the immediate previous national FFA convention and prior to the national FFA convention in which they are participating. States that qualify more than one year out must request and submit a written waiver for approval by the certification deadline.
 - 1. Online certification deadline: September 15.
 - 2. Online add/delete deadline: Tuesday before convention at noon (Eastern).
- C. With extenuating circumstances a teacher may substitute another student from the chapter who may not have participated at a state qualifying event, with the exception of Creed speaking, dairy handlers activity, extemporaneous public speaking, job interview and prepared public speaking, which must be submitted and approved by state staff.

- D. The state supervisor of agricultural education or the executive secretary must certify that participants are eligible. If an ineligible student participates in any career development event, the member will be disqualified and may result in the disqualification of the team as well.
- E. All students must be certified online by the designated deadline. Once original certification has been completed, no member may be added without first deleting a member.
- F. The national organization will certify National FFA Career Development Event winners for international competition when states request, with the understanding that the state team will provide their own travel expenses.

Emergency Conditions

Under emergency conditions a state team participating in a National FFA Career Development Event may be made up of less than the required members. States must still certify teams prior to the national FFA convention, but fewer than the required members could compete if an emergency condition such as illness, death in the family or an act of God would occur. Those individuals competing would still be eligible to qualify for individual awards, if applicable.

Disqualification

- A. Any communication, verbal or non-verbal, between participants during a career development event will be sufficient cause to eliminate the team member involved from the career development event. The only exception to this would be communications between team members during the team activity portion of a given career development event.
- B. Teams or participants arriving after the career development event has begun may be disqualified or penalized.
- C. Any assistance given to a team member from any source other than the career development event officials or assistants will be sufficient cause to eliminate the team from the career development event.
- D. Event superintendents may stop any participant if they deem their manner to be hazardous either to themselves or others. Such action shall deem the individuals disqualified for that section of the career development event.
- E. Participants who start an event and do not complete the event without notifying event officials at the time of departure will be disqualified. This can affect the overall team rank and position. In some events this will also disqualify the entire team.
- F. Participants will not be allowed to utilize personal electronic communication devices, other than those approved by the event officials, during the entire course of the event. Participants who access personal electronic communication devices without prior approval of the event officials will be disqualified.
- G. No participant shall gain access to real materials that will be utilized by the event committee during competition. Any team, participant, advisor or coach reported and proven to do so will be disqualified from the national event.

Additions/Deletions of National Events

- A. National FFA staff is expected to be proactive in developing new or initiating changes within existing career development events to ensure that they meet the needs of FFA members.
- B. If fifteen (15) state supervisors/executive secretaries develop a proposal for a new career development event, the national FFA staff will conduct a study for the validity of the career development event and make a recommendation to the chief executive officer. Representatives of these states must be from each of the FFA regions. The same process may be used to eliminate a national career development event.
- C. Three years following the initiation of a new career development event, at least fifteen (15) states should be participating. After the next three-year period, at least twenty-six (26) states should be participating in order to retain the event at the national level.

Rules Committee/Scoring Appeals Process

- A. If a written appeal is filed within the seven (7) calendar days after results announcement, national CDE staff will review the appeal. Upon receiving input from team leader and division director, national CDE staff will accept or deny the appeal. The national CDE staff's recommendation will be shared with appeals committee and National FFA Chief Executive Officer for further input, if necessary.
 1. The written appeal must be filed with the Education Division staff responsible for scoring career development events within seven (7) calendar days of the results announcement and accompanied by a \$50 filing fee. The fee will be returned if the appeal is justified.
- B. The appeals committee will be chaired by the National FFA Awards, Recognition and Career Development Events Advisory Committee chairperson who will in turn appoint a representative of each of the following organizations: National Association of Supervisors of Agricultural Education (NASAE), National Association of Agricultural Educators (NAAE) and the American Association for Agricultural Education (AAAE). The National FFA staff responsible for career development events will also serve on the committee.

Waiver of FFA Rules

Any local chapter seeking a waiver of a National FFA policy or procedure must submit in writing to the chapter's state FFA association office. If the request is approved at the state level, it must be forwarded, under the signature of the state advisor or executive secretary, to the career development events education specialist. After study by the appropriate FFA staff, a recommendation to grant or deny the appeal will be forward to the chief executive officer for his/her approval. The request must be submitted to the national FFA staff at least 30 days prior to the scheduled event or due date for which the waiver is requested. This policy does not supersede any current FFA policy for appeals already established for a particular FFA program.

Selection of CDE Superintendents and CDE Committee Members

- A. Nominations for CDE superintendents may come to National FFA staff from the following sources:
 - 1. standing CDE superintendent
 - 2. current CDE committee members
 - 3. state leadership
 - 4. Team Ag Ed partners
- B. CDE superintendents will be selected by national CDE staff and approved by the National FFA Chief Executive Officer.
- C. Each CDE superintendent will serve a three to five year term. At the end of the superintendent's term, a qualified replacement will assume the duties of superintendent.
- D. National FFA staff and CDE superintendents will select qualified individuals to serve on CDE committees. Selection of committee members will be based on:
 - 1. individual qualifications.
 - 2. recommendations from state leaders, current CDE committee members, CDE superintendents or National FFA staff.
 - 3. recommendations from Team Ag Ed partners.
 - 4. current rotational procedures developed by each CDE committee.
 - 5. provide diversity for the committee.
 - 6. commitment to serve a minimum of three years on the committee.
- E. Final approval of new committee members is the responsibility of the National FFA CDE staff with input and recommendations from CDE event superintendent and committee.

Sanctioning Events

Sanctioning of non-national FFA competitive events (those competitive events conducted by organizations other than the National FFA Organization) as National FFA Career Development Events should occur when:

- 1. The highest quality event possible is conducted.
- 2. Organization conducting event and National FFA Organization agree that event can and should be sanctioned.
- 3. Event is recommended by the National FFA Staff responsible for CDEs with input and agreement from the Award and Recognition Advisory Committee and approved by the National FFA Chief Executive Officer.
- 4. National FFA is represented by staff responsible for career development events on the planning and implementation committee for each event.
- 5. Winners of the national sanctioned event will be recognized in the same manner as national career development events winners are currently recognized.

Official Dress

Participants are expected to observe the National FFA Code of Ethics and the proper use of the FFA jacket during career development events. (Please reference the latest edition of the Official FFA Manual.) Official FFA dress is highly recommended for all participants where appropriate and is required for the awards presentation and recognition.

Accessibility for All Students

All special needs requests and appropriate documentation as outlined in the special needs request policy must be submitted at time of certification.

- 1. Special needs policy is posted on the CDE program page at www.ffa.org/cde
- 2. Special needs request due: August 15

Written Document Penalties

A penalty of 10% of the total points allotted will be assessed for the written documents received after the postmarked deadline. If the document is still not received seven days after the postmarked deadline, the team/individual may be subject to disqualification.

1. National staff will mark late entries as such.
2. Event officials will be notified of late entries at the time written documents are provided for judging.
3. Event superintendent will ensure that penalty is applied.

National FFA Prepared Public Speaking Career Development Event

A Special Project of the National FFA Foundation

Important Note

Please thoroughly read the Introduction Section at the beginning of this handbook for complete rules and procedures that are relevant to all National FFA Career Development Events.

I. Purpose

The National FFA Prepared Public Speaking Career Development Event is designed to develop agricultural leadership, communication skills and promote interest in leadership and citizenship by providing member participation in agricultural public speaking activities.

II. Agriculture, Food and Natural Resources (AFNR) Career Cluster Content Standards

With the recommendation of the National FFA Board of Directors, all national FFA programs have incorporated these standards to guide the direction and content of program materials and activities. Refer to Appendix A in this chapter of the handbook for a complete list of the measurable activities that participants will carry out in this event. For details about the incorporation of AFNR standards, refer to the Introduction chapter of the CDE handbook.

III. Event Rules

- A. The National FFA Prepared Public Speaking Career Development Event will be limited to one participant from each state association.
- B. It is highly recommended that participants wear FFA Official Dress for this event.
- C. Each participant's manuscript will be the result of his or her own efforts. It is expected that the participant will take advantage of all available training facilities at their local school in developing their speaking ability. Facts and working data may be secured from any source but must be appropriately documented.
- D. Participants will report to the orientation meeting for instructions at the time and place shown in the current year's schedule of events.
- E. Three to eight competent and impartial persons will be selected to judge the event. At least one judge should have an agricultural background. Each state with a speaker will provide a judge for preliminary and semifinal rounds of the national event. Any advisor who has a student competing in a speaking event may not serve as a judge for that respective speaking event.

IV. Event Format

- A. Materials to be submitted online by September 15:
 1. Fifteen double-spaced, typewritten copies of the speech on 8 1/2" x 11" white bond paper.
 - a. Cover page including the speech title, participant's name, state and year.
 - b. Body of the manuscript must have 1" margins.
 - c. Font size must be 12 point using Arial or other sans serif font.
 - d. Follow most current APA style guide for developing references and bibliography.
 - e. Do not bind, but place a staple in upper left corner.
 - f. Manuscripts not meeting these guidelines will be penalized.

2. A complete and accurate bibliography should be included in manuscript. All participants in the National FFA Prepared Public Speaking Career Development Event should give credit to others where any direct quotes, phrases or special dates are used in the manuscript, in order not to be guilty of plagiarism. The National FFA Board of Directors at the October 1960 meeting in Kansas City, Missouri adopted the following:
“A bibliography MUST be included as part of the public speaker’s manuscript and direct quotes from any source of information must be marked in “quotes” on the manuscript and be identified in the bibliography. Failure to do so will automatically disqualify a participant. This applies to all events above the local level.”
3. The manuscripts, per guidelines laid out in the handbook, must be uploaded online by September 15. A penalty of 20 points (10% of available manuscript points) will be assessed by the judges scoring the manuscripts for any late submissions. Manuscripts received after the September 15th deadline will not be entered into the event and the speaker will be disqualified from speaking in the event.

B. Subjects

Participants may choose any current subject of an agricultural nature for their speeches. This may include agriscience and technology, agribusiness, agrimarketing, international agricultural relations or agricultural communications. Official judges of the National FFA Prepared Public Speaking Career Development Event shall disqualify a participant if he or she speaks on a non-agricultural subject.

C. Time Limit

Each speech will be a minimum of six minutes in length and a maximum of eight minutes. Participants are to be penalized one point per second on each judge’s score sheet for being under six minutes or over eight minutes. Each participant will be allowed five additional minutes in which he or she will be asked questions relating to his or her speech. No time warnings will be given.

D. Judging

1. Prior to the event, the content and composition of all manuscripts will be judged and scored by qualified individuals using the manuscript score sheet. Manuscript scores will be averaged and supplied to the presentation judges after they have scored the oral presentation. Manuscript comment cards will be completed by manuscript judges and presented to the participants at the awards function.
2. Presentation judges will be furnished with typewritten copies of the participants’ manuscripts, which they will use to formulate questions. Questions shall pertain directly to the speaker’s subject. Questions containing two or more parts should be avoided.
3. Event officials will randomly determine the speaking order. The event superintendent will introduce each participant by name in order of the drawing. A participant will be permitted to use notes while speaking, but deductions in scoring may be made for this practice if it detracts from the effectiveness of the presentation. No props are to be used. Applause shall be withheld until all participants have spoken.
4. A designated timekeeper will record the time used by each participant in delivering his or her speech, noting under time or overtime, if any, for which deductions will be made.
5. At the time of the event, the judges will score each participant on the delivery of the speech using the score sheet provided. They will also complete a judge’s comment card which will be presented to the participant at the awards function.

6. Each judge will ask questions at the conclusion of the oral presentation of the speech. Judges will score each participant on the ability to answer all questions asked by judges. The full five minutes for questions should be used.
7. When all participants have finished speaking, each judge will total the score on composition, delivery and response to questions for each participant. The timekeeper(s) record will be used in computing the final score for each participant. Participants shall be ranked in numerical order on the basis of the final score to be determined by each judge. The judges' score sheets will then be submitted to event officials to determine final ratings of participants.
8. The judges' ranking of each participant then shall be added, and the winner will be that participant whose total ranking is the lowest. Other placings will be determined in the same manner (low rank method of selection).

V. Scoring

Manuscript Scorecard (200 points)

Manuscript Content – 100 points

1. Topic is important and appropriate (50 points)
 - a. Current topic of interest – 25 points
 - b. Topic is relevant and within the scope of identified subjects – 25 points
2. Suitability of material used (50 points)
 - a. Validity of resources – 25 points
 - b. Accuracy of content – 25 points

Manuscript Composition – 100 points

1. Organization and development of content (40 points)
 - a. Logical order and unity of thought – 20 points
 - b. Accomplishment of purpose – 20 points
2. Grammatical accuracy (35 points)
 - a. Spelling/grammar – 35 points
3. Manuscript written according to event format rule #1 (25 points)
 - a. Double-spaced, 8"x11" white bond paper, 1" margins in body of paper – 5 points
 - b. 12 point Arial or sans serif font; cover page with title, name, state and year – 5 points
 - c. APA style for references and bibliography – 15 points

Presentation Scorecard (500 points)

Oral Communication – 300 points

1. Examples – 50 points
2. Speaking without hesitation – 50 points
3. Tone – 50 points
4. Being detailed-oriented – 50 points
5. Command of audience – 50 points
6. Connecting and articulating facts and issues – 50 points

Non-verbal Communication – 200 points

1. Attention (eye contact) – 50 points
2. Mannerisms – 50 points
3. Gestures – 50 points
4. Well poised – 50 points

Response to Questions Scorecard – 300 points

1. Speaking unrehearsed – 50 points
2. Command of questions – 250 points

VI. Tiebreakers

Ties will be broken based on the greatest number of low ranks. Participants' low ranks will be counted and the participant with the greatest number of low ranks will be declared the winner. If a tie still exists, the event superintendent will rank the participants' response to questions. The participant with the lowest rank from the response to question will be declared the winner. If a tie still exists, the participants' raw scores will be totaled. The participant with the greatest total of raw points will be declared the winner.

VII. Awards

Awards will be presented to individuals based upon their rankings at the awards ceremony. Manuscript judges' comment cards and presentation judges' comment cards will be presented to the participants at that time. Awards are sponsored by a cooperating industry sponsor(s) as a special project and/or by the general fund of the National FFA Foundation.

VIII. References/Resources

This list of references is not intended to be all inclusive. Other sources may be utilized, and teachers are encouraged to make use of the very best instructional materials available. The following list contains references that may prove helpful during event preparation.

National FFA Core Catalog:

Figures of Speech DVD—<http://shop.ffa.org/figures-of-speech-dvd-p37895.aspx>

Great Speeches and Presentations—<http://shop.ffa.org/great-speeches-and-presentations-p37634.aspx>

CDE Q&A's DVD (2007-2010)—<http://shop.ffa.org/cde-qas-c1413.aspx>

FFA Learn—2005 & 2006 CDE Q&A's—<https://ffa.learn.com/learncenter.asp>

APA Style Guide (most current edition) – www.apastyle.org

Factual information pertaining to agriculture is available from:

1. United States Department of Agriculture, Washington, DC 20250
2. State colleges, research centers and/or experiment stations
3. The Superintendent of Documents, U. S. Government Printing Office, Washington, DC 20402.

Prepared Public Speaking CDE Manuscript Rubric – 200 points

Speaker Name: _____ State: _____

Indicators	Very strong evidence skill is present	Moderate evidence skill is present	Strong evidence skill is not present	Points Earned	Weight	Total Score
Points possible per indicator	5-4	3-2	1-0			
Section A: Manuscript Content						100 possible points
Topic is important and appropriate						50 points
Current topic of interest	Topic is current or a strong evidence of personal involvement in the topic is expressed.	Topic is dated or some evidence of personal involvement has been expressed.	Topic is irrelevant for the times or unrelated to personal involvement.		x 5	
Topic is relevant and within the scope of identified subjects in the CDE guide	Topic addresses an issue facing the industry of agriculture.	Topic addresses an issue that may show some relationship to the industry of agriculture.	Topic addresses an issue that is unrelated to the industry of agriculture.		x 5	
Suitability of materials used						50 points
Validity of resources	Resources are from reputable sources.	Resources are from questionable sources.	Resources are from unreliable sources.		x 5	
Accuracy of content	Manuscript reflects accurate statements from resources.	Manuscript reflects some misinterpretation of resource materials.	Manuscript does not reflect accurate statements based on the resources provided.		x 5	
Total points for this section						
Section B. Manuscript Composition						100 possible points
Organization and development of content						40 points
Logical order and unity of thought	Clearly organized and concise by remaining on target; completely focused with obvious construction and strong introduction, body and conclusion layout.	Good organization with few statements out of place or lacking in clear construction.	Little to no organization is present; sometimes awkward and lacking construction.		x 4	
Accomplishment of purpose	The style chosen has obviously been well thought out based on the specific audience.	Most language is appropriate for the intended audience.	Some language used might be confusing for some audiences.		x 4	
Grammatical accuracy						35 points
Spelling/grammar (sentence structure, verb agreement, etc.)	Spelling and grammar are extremely high quality with 2 or less errors in the document.	Spelling and grammar are adequate with 3-5 errors in the document.	Spelling and grammar are less than adequate with 6 or more errors in the document.		x 7	
Manuscript written according to guidelines	5 points		0 points			25 points
Double-spaced on 8½" x 11" white bond paper 12 point Arial or sans serif font					x 1	
1" margins in the body of the paper Cover page with speech title, participant's name, state and year					x 1	
APA style for references and bibliography					x 3	
Total points for this section						
Grand Total Points						

Prepared Public Speaking CDE Presentation Rubric – 500 points

Indicators	Very strong evidence skill is present 5-4	Moderate evidence skill is present 3-2	Strong evidence skill is not present 1-0	Points Earned	Weight	Total Score
Oral Communication						300 possible points
A. Examples	Examples are vivid, precise and clearly explained. Examples are original, logical and relevant.	Examples are usually concrete, sometimes needs clarification. Examples are effective, but need more originality or thought.	Examples are abstract or not clearly defined. Examples are sometimes confusing, leaving the listeners with questions.		x 10	
B. Speaking without hesitation	Speaks very articulately without hesitation. Never has the need for unnecessary pauses or hesitation when speaking.	Speaks articulately, but sometimes hesitates. Occasionally has the need for a long pause or moderate hesitation when speaking.	Speaks articulately, but frequently hesitates. Frequently hesitates or has long, awkward pauses while speaking.		x 10	
C. Tone	Appropriate tone is consistent. Speaks at the right pace to be clear. Pronunciation of words is very clear and intent is apparent.	Appropriate tone is usually consistent. Speaks at the right pace most of the time, but shows some nervousness. Pronunciation of words is usually clear, sometimes vague.	Has difficulty using an appropriate tone. Pace is too fast; nervous. Pronunciation of words is difficult to understand; unclear.		x 10	
D. Being detail oriented	Is able to stay fully detail oriented. Always provides details which support the issue; is well organized.	Is mostly good at being detail oriented. Usually provides details which are supportive of the issue; displays good organizational skills.	Has difficulty being detail oriented. Sometimes overlooks details that could be very beneficial to the issue; lacks organization.		x 10	
E. Command of Audience	Speaker uses power of presentation to engage and captivate the audience with the message of the speech.	Speaker presents speech as mere repeating of facts and speech comes across as a report	Speaker bores the audience with lack of enthusiasm and power to deliver the speech.		x 10	
F. Connect and articulate facts and issues	Exemplary in connecting facts and issues and articulating how they impact the issue locally and globally. Possesses a strong knowledge base and is able to effectively articulate information regarding related facts and current issues.	Sufficient in connecting facts and issues and articulating how they impact the issue locally and globally. Possesses a good knowledge base and is able to, for the most part, articulate information regarding related facts and current issues.	Has difficulty with connecting facts and issues and articulating how they impact the issue locally and globally. Possesses some knowledge base but is unable to articulate information regarding related facts and current issues.		x 10	
Non-verbal Communication						200 possible points
A. Attention (eye contact)	Eye contact constantly used as an effective connection. Constantly looks at the entire audience (90-100% of the time).	Eye contact is mostly effective and consistent. Mostly looks around the audience (60-80% of the time).	Eye contact does not always allow connection with the speaker. Occasionally looks at someone or some groups (less than 50% of the time).		x 10	
B. Mannerisms	Does not have distracting mannerisms that affect effectiveness. No nervous habits.	Sometimes has distracting mannerisms that pull from the presentation. Sometimes exhibits nervous habits or ticks.	Have mannerisms that pull from the effectiveness of the presentation. Displays some nervous habits – fidgets or anxious ticks.		x 10	
C. Gestures	Gestures are purposeful and effective. Hand motions are expressive and used to emphasize talking points. Great posture (confident) with positive body language.	Usually uses purposeful gestures. Hands are sometimes used to express or emphasize. Occasionally slumps; sometimes negative body language.	Occasionally gestures are used effectively. Hands are not used to emphasize talking points; hand motions are sometimes distracting. Lacks positive body language; slumps.		x 10	
D. Well-poised	Is extremely well-poised. Poised and in control at all times.	Usually is well-poised. Poised and in control most of the time; rarely loses composure.	Isn't always well-poised. Sometimes seems to lose composure.		x 10	
TOTAL						

Prepared Public Speaking CDE Response to Questions Rubric – 300 points

Indicators	Very strong evidence skill is present 5-4	Moderate evidence skill is present 3-2	Strong evidence skill is not present 1-0	Points Earned	Weight	Total Score
Response to Questions						300 possible points
A. Speaking unrehearsed (question and answer)	Speaks unrehearsed with comfort and ease. Is able to speak quickly with organized thoughts and concise answers.	Speaks unrehearsed mostly with comfort and ease, but sometimes seems nervous or unsure. Is able to speak effectively, has to stop and think, and sometimes gets off focus.	Shows nervousness or seems unprepared when speaking unrehearsed. Seems to ramble or speaks before thinking.		x 10	
B. Demonstrates knowledge of topic	Answer shows thorough knowledge of the subject of the speech. Supports answer with strong evidence.	Answer shows some knowledge of the subject. Some evidence, but lacking in strength.	Answer shows little knowledge of the subject. Evidence is lacking to support the answer.		x 50	
			TOTAL			

National FFA Prepared Public Speaking CDE Official Scorecard

Evaluation Criteria	Maximum Points	Participant 1:	Participant 2:	Participant 3:	Participant 4:	Participant 5:	Participant 6:	Participant 7:	Participant 8:
A. Verbal Communication Skills (from rubric) - 300 possible points									
Use of examples	50								
Speaking without hesitation	50								
Tone	50								
Being detailed oriented	50								
Command of audience	50								
Connecting and articulating facts and issues	50								
B. Non-verbal Communication Skills (from rubric) - 200 possible points									
Attention (eye contact)	50								
Mannerisms	50								
Gestures	50								
Well poised	50								
C. Response to Questions (from rubric) - 300 possible points									
Speaking unrehearsed	50								
Command of questions	250								
Subtotal points									
	800								
Less time deductions	Provided by room coordinator								
Net communication skills score									
Manuscript Score	200								
Net Total Points	1000								
Participant Ranking									

Appendix A: AFNR Career Cluster Content Standards

	Performance Measurement Levels	Activity	Related Academic Standards
	CS.01.01. Performance Indicator: Action: Exhibit the skills and competencies needed to achieve a desired result.		Social Studies: 4d and 4h
	CS.01.05.01.c. Articulate current issues that are important to the local, state, national and global communities.	Presentation	
	CS.02.02. Performance Indicator: Social Growth: Interact with others in a manner that respects the differences of a diverse and changing society.		Language Arts: 12 Social Studies: 1e
	CS.02.02.02.c. Present oneself appropriately in various settings.	Presentation	
	CS.02.05. Performance Indicator: Emotional Growth: Demonstrate healthy responses to one's feelings.		Social Studies: 4a
	CS.02.05.03.c. Exhibit self confidence while in the workplace.	Presentation	
	CS.03.01. Performance Indicator: Communication: Demonstrate oral, written and verbal skills.		Language Arts: 4, 5 and 12
	CS.03.01.03.c. Make effective business presentations.	Presentation	

Appendix B: Related Academic Standards

National academic standards for mathematics, science, English language arts and social studies related to this event are reported below. The statements are based on information in reports of the respective associations/organizations in the academic areas. Some adjustment of numbering was done to facilitate the process of alignment with the standards that have been developed in the pathways of the Agriculture, Food and Natural Resources (AFNR) Career Cluster.

The approach was to determine the presence of alignment between the content standards, expectations or thematic strands of the four academic areas and the performance indicators of the AFNR Standards. Supporting statements have been included to clarify content of the respective content standards, expectations or thematic strands. The statements were initially developed independently by the respective organizations and, therefore, are not parallel in wording and presentation. Occasionally minor editing was done to adjust the background or stem of a statement but not the statement itself.

English Language Arts

1. Students read a wide range of print and non-print texts to build an understanding of texts, of themselves and of the cultures of the United States and the world; to acquire new information; to respond to the needs and demands of society and the workplace and for personal fulfillment. Among these texts are fiction and nonfiction, classic and contemporary works.
4. Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes.
5. Students employ a wide range of strategies as they write and use different writing process elements appropriately to communicate with different audiences for a variety of purposes.
12. Students use spoken, written and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion and the exchange of information).

Social Studies

1. Thematic Strand: Culture
 - 1e. demonstrate the value of cultural diversity, as well as cohesion, within and across groups;
4. Thematic Strand: Individual Development and Identity
 - 4a. articulate personal connections to time, place and social/cultural systems;
 - 4e. examine the interactions of ethnic, national or cultural influences in specific situations or events;
10. Thematic Strand: Civic Ideals and Practices
 - 10b. identify, analyze, interpret and evaluate sources and examples of citizens' rights and responsibilities;
 - 10j. participate in activities to strengthen the "common good," based upon careful evaluation of possible options for citizen action.