

# TEXAS ASSOCIATION OF FUTURE EDUCATORS COMPETITIVE EVENTS

## GENERAL INFORMATION FOR ALL EVENTS

**Failure to follow the stated guidelines may result in disqualification of student competing.**

All students wishing to compete in TAFE or Educators Rising events must complete the following:

- Be an active paid member of Educators Rising for the current school year. To join as a National Active level member, [click here](#) to create your account and then complete the online application and purchase process. Additionally - your chapter must have paid its TAFE State Dues for the current school year. **TAFE State dues must be paid in full by November 1st.**
- Register to attend your TAFE Area Conference or the TAFE Teach Tomorrow Summit. **Registration for the conference does not register your students for competitive events.**
- Sign up to compete in competitive events and submit all required materials by the stated deadline on the TAFE [Guidelines & Rubrics](#) page located on the [TAFE Website](#).

## GENERAL RULES & REGULATIONS

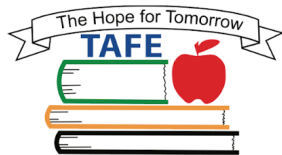
**NOTE:** General rules and regulations apply to all competitive events and are in addition to each event's specific guidelines.

### Eligibility

- Competitors must be a paid active-level student member of Educators Rising prior to competing at an Area or State Conference.
- Competitors can only compete in 3 events of which no more than 2 can be national events. ELF Test, Student of the Year, and Breakout Session do not count as part of the 3 events.
- For Educators Rising National Events, the Top 10 highest scoring entries in each level will be eligible to compete at the Educators Rising National Conference. In addition to being in the Top 10, students must have earned 70% of available points at Area to advance to State and 80% of available points at State to advance to Nationals.
  - Students may only compete in one individual event and one team event at the Educators Rising National Conference. Dual events count as an individual event.

### Competitive Event Entries

- All submitted materials must reflect original work from the 2023-2024 school year. Materials that may have been created or submitted in previous years are **ineligible**. All competitors must complete a [Statement of Originality](#) form for each event they are participating in.
- Each competitive event guideline will identify what materials are required for submission prior to the conference. Failure to submit required materials by the deadline will result in disqualification. Files should be uploaded using this template for a file name: **division.schoolinitials.eventabbreviation for example: JV.RRHS.ED**
- All video files that are submitted in advance must be uploaded to [YouTube](#). All competitors should also have the video available offline on their computer or on a flash drive.
- All presentations or presentation resources should be available for offline use. Internet access may not be available at all locations.



# TEXAS ASSOCIATION OF FUTURE EDUCATORS COMPETITIVE EVENTS

## Levels of Competition

- The breakdown of grades noted below is used to designate levels for competitive event entries. Not all competitive events are open to all divisions. Please refer to the event guidelines to check the levels eligible to compete in that event. Teams consisting of students from varying grade levels should be registered in the level of the most senior member.
  - **Middle School** - Grades 7 & 8
  - **Junior Varsity** - Grades 9 & 10
  - **Varsity** - Grades 11 & 12
  - **Collegiate** - Undergraduate Students
  - **Special Edition** - This is for students who have an IEP. It is specifically designed to accommodate special needs students who require accommodations to compete.

## Conference Registration, Attendance, & Participation in Events

- Teacher leaders must login to the TAFE website and register for the conference they are attending. **Registration for the conference does not register your students for competitive events.** Please follow the instructions provided on the [TAFE Website](#) to register for competitive events. Students whose teacher leader fails to register for the conference or competitive events before the deadline will not be allowed to attend or compete.
- Competitors should observe professional dress as defined by the [Dress Code Compliance Form](#). Students will not be allowed to compete if they are not compliant with the dress code. By attending any TAFE sponsored event or conference, you agree to be compliant with the dress code.
- **Judges scores are final - Teacher Leaders, Chaperones, and Parents are prohibited from approaching judges to discuss scoring or feedback.** If a school/district is found in violation of this, they will lose IN GOOD STANDING status with the TAFE association. All questions or concerns should be brought to the attention of the officers and/or TAFE Staff putting on the event.
- The schedule of competitors will be followed as closely as possible. Please understand that events can run behind and ahead of schedule throughout the day. Please be sure and follow all forms of TAFE communication so you do not miss the opportunity to compete.

## Designation of Awards

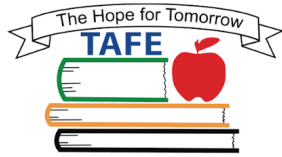
- Students will receive awards based on the number of points scored on the event rubric. All those receiving a certificate will be recognized on screen during the Closing General Session at the Teach Tomorrow Summit. Awards will be given as follows. The following awards will be given at Area & State Conferences:
  - **National Qualifier** (Varying criteria - State Conference Only)
  - **State Qualifier** (Area conference Only)
  - **Gold Certificate** (90% to 100% of total points awarded only at State)
  - **Silver Certificate** (80% to 89% of total points awarded only at State)
  - **Bronze Certificate** (70% to 79% of total points awarded only at State)
  - **Did Not Place** (0% to 69% of total points awarded only at State)

## Area TAFE Conference To-Do List

- Register for your local conference **(September 28, 2023 - October 10, 2023)**
- Register for competitive events **(September 28, 2023 - October 10, 2023)**

## State TAFE Conference To-Do List

- Register to attend the 2023 TAFE State Conference **(December 11, 2023 - January 26, 2024)**
- Register for a time to compete at the 2023 TAFE State Conference **(January 29, 2024 - February 2, 2024)**



# TEXAS ASSOCIATION OF FUTURE EDUCATORS COMPETITIVE EVENTS

## Public Service Announcement-Teacher Recruitment

### National Qualifying Competition

**Competitors may only compete in one event at the national level.**

Entries Per Chapter	1 entry per division
Type of Event	Team (2-4)
State Competition	Yes
National Competition	Yes
National Education and Training Career Cluster Knowledge and Skill Statements	EDC02 and EDC07
Principles of Education and Training TEKS	COMING SOON
Human Growth and Development TEKS	COMING SOON
Instructional Practices in Education and Training TEKS	COMING SOON
Practicum in Education and Training TEKS	COMING SOON
Child Development TEKS	COMING SOON
Child Guidance TEKS	COMING SOON
College and Career Readiness Skills	COMING SOON

**NOTE:** The members of the Competitive Events/Service Committee selected TEKS from the Education and Training Career Cluster and the Human Services Career Cluster (specifically child development and child guidance) that they thought were most applicable regardless of the specific project/topics selected for each event. However, depending on the specific project, other TEKS might also apply.



## GENERAL COMPETITION INFORMATION

**Failure to follow the stated guidelines could result in disqualification of student competing. Competitors must log into the EdRising Membership Portal to submit competition/contest applications.**

All students wishing to compete at the Educators Rising National Conference must complete 3 required steps:

- 1. Be an Active level paid national member** of Educators Rising for the current school year. State-level membership must be paid, if applicable. To join as a National Active level member, [click here](#) to create your account and then complete the online application and purchase process.
- 2. Complete the online application** and upload all required materials by the stated deadline on the [National Competition page](#) located in the Student Resources section in the EdRising Membership Portal. **This is NOT done automatically if you competed at a state or regional conference.**
- 3. Register to attend** the Educators Rising National Conference.

### GENERAL RULES AND REGULATIONS

**NOTE: General rules and regulations apply to all competitive events and are in addition to each event's specific guidelines.**

#### Eligibility

- Students must be a paid Active-level student member of Educators Rising no later than **February 1st** of the year in which they are competing. **Check or credit card payment must be received in the National Office by February 15th to be considered an Active-level member.**
- Students may only compete in one competitive event.**
- For contests:** Teacher leaders may enter up to two entries (individual or dual) per school in each event per division.
  - Dual means two students participating.
  - For dual entries consisting of students of varying grade levels, the entry will be placed in the division for the grade level of the most senior member.
- For competitions:** Teacher leaders may enter up to two entries per school in each individual event per division and one team for team events per division. Competitions/contests which are marked as individual or dual will be considered individual events for this purpose.
  - All team events must have at least two students (and no more than four) per school to qualify.
  - For teams consisting of students of varying

grade levels, the team will be placed in the division for the grade level of the most senior member.

- If a competitor is from a state that holds state competitions/contests, they must first qualify in that given event at their state conference before competing in that event at the Educators Rising National Conference. Contact your state/regional coordinator to see if your state offers competitions/contests. Visit our [state program page](#) on the Educators Rising national website to contact your state/regional coordinator.
- For states that offer state-level competitions, the top ten places in each competition for each division offered by the state will be eligible to compete at the Educators Rising National Conference; for contests, entries scoring 97-100 will be eligible to advance to nationals; no other entrants from states that offer the competition/contests at the state level will be eligible for those state-level-offered competitions/and contests. For nationals, schools are permitted to replace up to fifty percent of the original team members that qualified at the state-level.
- For states that do not offer state-level competitions/contests, students may register to compete in those events at the Educators Rising National Conference. This applies to all Educators Rising national competitions/contests.
  - For example, if you want to compete in Public Speaking but place eleventh or lower in your state-level Public Speaking

# GENERAL COMPETITION INFORMATION CONT.

competition or don't compete in the state-level competitions at all — you, cannot compete in Public Speaking at the National Conference this year. If you live in a state that didn't hold a Public Speaking state-level competition, you may register to compete in that event at the Educators Rising National Conference.

## Competition Entries

- All submitted materials must reflect original work from the 2023-2024 school year. Material that may have been created or submitted in previous years is ineligible.
- **In order to be scheduled to compete in a national competition, all competitor applications, national dues, and required materials must be submitted online by the deadline stated on the [National Competitions page](#) in the Student Resources Section of the EdRising Membership Portal.**
  - **All competitions and contests require an online application submission even if no additional items need to be submitted.**
  - For team competitions only one application should be submitted, all participating students are to be listed as team members in all places indicated on the application form.
  - Each competition guideline will identify what materials are required for submission prior to the competition. Failure to submit the required materials by the submission deadline will result in disqualification.
  - Students who have won state-level competitions must also submit their entries on the national website by the deadline to compete at the national conference. Your state does not do this for you.
- All video files that are submitted in advance must be uploaded to either YouTube or Vimeo and be linked on the application form. Videos will not be accepted by mail. **All competitors should also bring a copy of the video file on a USB drive to the conference.** Educators Rising competitions comply with FERPA regarding student privacy and video security. Competitors are responsible for ensuring that their competition videos comply with local and state requirements regarding student privacy.
- Except when explicitly specified, the Internet may not

be used during a competition presentation at the Educators Rising National Conference. All relevant files and resources should be brought to the competition site on a USB drive. All Prezi files should be downloaded to the USB drive. Internet access may not be available during the competition. Laptops and projectors will be provided. Students should bring their own pointing device if needed.

## LEVELS OF COMPETITION

- The breakdown of grades noted below is used to designate levels for competition entries. Not all competitions are open to all divisions.
  - Middle School — Grades 7, 8
  - High School Junior Varsity— Grades 9, 10
  - High School Varsity level — Grades 11, 12
  - Collegiate level – Undergraduates only
- Teams consisting of students from varying grade levels will be placed in the division for the grade level of the most senior member.
- For Competitions: Medals and certificates will be presented to the top three entries in each division for individual competitions. Trophies and certificates will be presented to the top three entries in each division for team competitions. Places fourth through ten will receive electronic certificates after the conference. For Contests: Ribbons will be awarded to students in each category in each division with scores as follows:
  - Blue-Scores 98-100
  - Red-Scores 94-97
  - White-Scores 90-93

## Conference Registration, Attendance, and Participation in Events

- **All competitors must attend the Educators Rising National Conference and plan to arrive no later than 11 am on the first day of the conference.** Conference dates and locations will be posted on the Educators Rising website and Membership Portal.
- Competitors must report to their assigned areas on time. Failure to report at their scheduled time can result in disqualification. **Competition schedules will be posted in the [Educators Rising Membership Portal](#) one month prior to the conference.** Be sure to check these schedules prior to planning your travel. Competitors should plan to be available for competitions from opening day through the awards ceremony.
- Competitors are expected to dress in business-casual attire. **(See the section [Competition Dress Code](#) for details on what is acceptable.)** Points will be deducted

# GENERAL COMPETITION INFORMATION CONT.

from the entrant's score for failing to follow the dress code.

- Spectators are only permitted in the competitions marked "Open to Spectators." This includes parents, chaperones, teacher leaders, and other attendees. Spectators may not coach or offer any verbal or nonverbal assistance to a contestant during that contestant's assigned time slot with the judges. A breach of this guideline may result in the disqualification of the contestant.
- Teacher Leaders, Chaperones, and Parents are prohibited from approaching judges to discuss scoring or feedback. All questions or concerns should be brought to the attention of a national office staff member.

## Competition Dress Code

All competitors are expected to dress in business-casual attire when competing. Refer to the guidelines below for a detailed explanation of what is and is not permissible as "business casual."

- **Slacks, Pants, and Suit Pants**  
Slacks that are similar to Dockers and other makers of cotton or synthetic material pants, wool pants, flannel pants, dressy capris, and nice-looking dress synthetic pants are acceptable. Inappropriate slacks or pants include jeans, sweatpants, exercise pants, Bermuda shorts, short shorts, shorts, bib overalls, leggings, and any spandex or other form-fitting pants that people wear for biking.
- **Skirts, Dresses, and Skirted Suits**  
Casual dresses and skirts, and skirts that are split at or below the knee are acceptable. Dress and skirt length should be at a length at which you can sit comfortably in public. Mini skirts, skorts, sun dresses, and spaghetti-strap dresses are inappropriate.
- **Shirts, Tops, Blouses, and Jackets**  
Casual shirts, dress shirts, sweaters, tops, and polo shirts are acceptable. Educators Rising polo shirts are encouraged. Inappropriate attire includes tank tops; midriff tops; shirts with potentially offensive words, terms, logos, pictures, cartoons, or slogans; halter tops; tops with bare shoulders; sweatshirts, and t-shirts unless worn under another blouse, shirt, jacket, or dress.
- **Shoes and Footwear**  
Conservative athletic or walking shoes, loafers, clogs, sneakers, boots, flats, dress heels, and leather deck-type shoes are acceptable. Flashy athletic shoes, thongs, flip-flops, and slippers are not acceptable.

- **Hats and Head Covering**

Hats are not appropriate inside the building. Head covers that are required for religious purposes or to honor cultural traditions are allowed.

## Citations, References, and Copyrighted Material

- All ideas, text, images, and sound from other sources used for the competition must be cited in competition submissions.
- Competitors are strongly discouraged from using copyrighted material in their competition entries. If copyrighted material is used, written permissions must be obtained for the rights to display and present media-related materials at the Educators Rising National Conference and to post media-related materials on the Educators Rising website. All permissions obtained to use copyrighted material must be included with the entry submission. (Note: This requirement applies to music used in videos, graphics taken from the internet, and other media-related materials. It does not apply to artifacts collected for a project.)
- Plagiarism is strictly prohibited in all documents submitted. Judges can disqualify students from competing if it is determined that any part of their documents have been plagiarized.

## Electronic Devices

- Recording devices are not allowed in competitive events.
- All electronic devices—including but not limited to, cell phones, iPads/tablets, electronic readers, smart watches, etc.—must be turned off unless otherwise noted in specific event regulations.
- No electronic communication devices of any kind are permitted during competition.

## Student Responsibilities for Competitions

- Students who participate in any Educators Rising competitive event are responsible for knowing all updates, changes, and clarifications related to that event. Students and advisors must routinely check the EdRising Membership Portal for updated information.
- Entrants grant Educators Rising the right to use and publish the submission in print, online, or in any media without compensation.
- Entrants grant Educators Rising the right to post photos of students for promotional purposes on the Educators Rising website, Membership Portal, and social media sites.

# CHECKLIST FOR APPLYING FOR EDUCATORS RISING NATIONAL COMPETITIONS

## Ready to compete at Nationals?

Here is a checklist to help you get prepared, registered,  
and on the official schedule for nationals!

SUBMISSIONS OPEN: **FEBRUARY 1, 2024 8:00 A.M. EASTERN TIME**

DEADLINE TO SUBMIT COMPETITION APPLICATIONS: **APRIL 8, 2024 5:00 P.M. EASTERN TIME**

DEADLINE FOR COMPETITORS TO REGISTER FOR CONFERENCE: **APRIL 8, 2024 5:00 P.M. EASTERN TIME**

- Review the full national competition guidelines and rubric.** Check the Resources Section in the EdRising Membership Portal. *Some processes may be different from your state/regional conference.*
- Update your contact information in the EdRising Membership Portal for the summer.** It is recommended that students use a personal mail address where they can receive Educators Rising email communication. Confirmations and reminder emails will be sent to the email listed on the competition application. Please note, that some school emails do not allow for Educators Rising emails to be received.
- Step one:** [Go to the National Competition page in the EdRising Membership Portal](#). **Step two:** Click on the title of the competition for which you are signing up to compete. **Step three:** Read the guidelines and rubrics. **Step four:** Click Apply, which will take you to the national competition online application platform. All competitors must submit the online competition application even if no additional documents need to be submitted. *This only registers you for the competitions, you will still need to register for the conference separately.*
- Complete the online application, upload any required documents/video links, and submit.** Depending on your competition, some of these items are judged before the conference so make sure they are in their final form. Recommendation: Have someone proofread your documents prior to submitting them.  

*You must complete and submit the online application by the deadline stated on the [National Competitions page](#) in the Student Resources section of the EdRising Membership Portal to be registered to compete at the Educators Rising National Conference.*

*For competitions that have multiple students participating only one application should be submitted and all students need to be listed as team members in all places indicated on the application form.*
- Print and save your confirmation email.** You will need this information when you register for the conference.
- Register to attend the Educators Rising National Conference.** All national conference information, including how to register, can be found on the [Educators Rising National website](#).
- Find out when you are scheduled to compete onsite.** [Competition schedules](#) will be posted in the EdRising Membership Portal one month prior to the conference. Go to the Resources section to find the posted schedules. Be sure to check these schedules prior to planning your travel. Competitors should plan to be available for competitions from 1 PM (conference time zone) on opening day through the awards celebration on the afternoon of the last day.
- Practice, practice, practice!** The best way to prepare for your on-site competition is to practice in front of your peers. Recommendation: Reread the National Competition Guidelines and Rubric for your competition.
- Head to Nationals!** The top 10 for each competition and the students scoring 90-100 for each contest will be announced at the National Conference Awards Celebration on the final day of the conference. Don't miss your chance to be recognized! Be sure that when you plan your transportation for the conference you can attend this final celebration.



# PUBLIC SERVICE ANNOUNCEMENT-TEACHER RECRUITMENT COMPETITION

**COMPETITION TYPE:** Team - Closed to spectators

**ELIGIBILITY LEVELS:** Middle School, High School Junior Varsity, High School Varsity, Collegiate

**EDUCATORS RISING STANDARDS:**

- Standard I: Understanding the Profession
- Standard VII: Engaging in Reflective Practice

*As of October 2022, 18 percent of public schools had one teaching vacancy and 27 percent had multiple teaching vacancies, according to data released by the National Center for Education Statistics (NCES)*

## Contest Purpose

A public service announcement (PSA) is a short informational clip that is meant to raise the audience's awareness about an important issue. The purpose of the Public Service Announcement-Teacher Recruitment Competition is to allow Educators Rising students to create a NEW public service announcement, appropriate for television and/or social media, to attract young people to consider teaching in their future career goals.

Students will collaboratively problem-solve as they produce a creative, multimedia video clip designed to elevate the image of teaching by communicating the value of the profession. The PSA should evoke strong positive emotions about the profession causing the viewer to consider the worth of the profession as an important career. This competition affords the student an opportunity to sharpen his or her skills as both a leader and a productive team member.

The students must work together to develop a one to two-minute video and a live, 10-minute presentation that would appeal to anyone looking for smart ways to recruit new teachers and to the teacher candidates themselves.

## Preparation Tips

- Collaborate as a team to brainstorm an innovative marketing strategy to recruit new teachers
- Do some real legwork in learning about your selected marketing strategy by talking to local leaders and/or conducting internet research.
- Collect feedback regarding your marketing strategy from at least three different sources.
- Use creativity and original ideas when creating your video and crafting your live presentation.
- Work collaboratively as a team, with each team member filling a specific role (ex. director, lead researcher, etc.). Highlight your team's experiences as well as personal opinions in your video.
- Obtain the necessary permission from all students and teachers who appear in the video.
- Have a video credits page citing any source media or permissions acquired for the use of any copyrighted material. (Educators Rising recommends avoiding copyrighted material.)
- Have a title screen including the title of your project, competition name, school name, city, and state.
- Preview your final video to ensure that the sound quality is good, and that video playback is smooth.



## Research

The following are research resources that may be helpful concerning your topic:

- Your school or district website
- Online articles regarding research-proven marketing strategies to support the strategy you choose
- Interviews with local education leaders (teachers, principals, superintendent, district academic officers, etc.)

## Competition Guidelines

### VIDEO

- A. The video must be no shorter than one minute and no longer than two minutes. Points will be deducted for videos that are shorter than the minimum length or longer than the maximum.
- B. The video must be specific to the focus of attracting teachers by identifying the rewards and opportunities within the profession. It can contain video footage, testimonials, words, pictures, and/or music that appeal to the audience.
- C. The video must include a catchy slogan (see Resources & Examples of Media Campaigns section) along with a related hashtag (#).
- D. The video must include the competition name and title of the project. It must also include the name of the school, city, and state in the opening credits (Example: This message was brought to you by Kirkwood High School's Educators Rising program in Bloomington, IN).
- E. In the video, all source media (music, images, or video clips not originally filmed by the student competitors) must be cited in video credits and may [not violate any copyright](#).
- F. By submitting a video for this Educators Rising national competition, the competitor assumes full responsibility for securing all required,

### Judging and scoring

1. The judges' decisions are final.
2. Scoring is based on the Public Service Announcement-Teacher Recruitment Competition rubric.

### Application

All competitors must complete the online application and upload any required materials by the stated deadline on the National Competition page located in the Student Resources section in the EdRising Membership Portal.

**Deadline extensions will NOT be granted.**

- **Resources & Examples of Media Campaigns**

- [Tips for creating an effective a PSA](#)
- [Create a Public Service Announcement](#)
- [Video Production Tips](#)
- [Teach.org Radio PSA](#)
- [Louisiana PSA Campaign: Be Irreplaceable. Be a Teacher, #BeaTeacherLA](#)

documented consent from persons appearing in the video, or their legal parents/guardians if they are under the age of 18.

- G. Competitors must upload a YouTube or Vimeo link to their video to the competition site and bring the video, saved in .mp4 format, on a USB drive to the conference.

### ORAL PRESENTATION

- A. At the Educators Rising National Conference, no less than two and no more than four representatives from each participating school program will make an oral presentation to a panel of judges. During the presentation, team members will have up to five minutes to introduce their video and provide a description and context for the slogan and message. Students will then play the video for the judges. The entire presentation to judges (oral presentation and video) will last no more than 10 minutes. The presentation will be stopped at 10 minutes.
- B. Professional presentation skills are encouraged.
- C. Following the presentation and the video, the judges will have up to five minutes to ask questions to team members.



# PUBLIC SERVICE ANNOUNCEMENT-TEACHER RECRUITMENT COMPETITION

LEVEL (MIDDLE SCHOOL, HIGH SCHOOL JUNIOR VARSITY, HIGH SCHOOL VARSITY, COLLEGIATE)

## DETAILED SCORING RUBRIC

Judges should use this rubric as a guide to assigning points on the Feedback & Tally Sheet.

### Video

Points Available	15-13 Accomplished	12-9 Commendable	8-5 Developing	4-1 Needs Improvement
Clarity and Content	Throughout the running time, the video is entirely clear, specific, and compelling in its expert-level storytelling and message delivery elevating the image of teaching and communicating the value of the teaching profession. It has many elements to cause others to consider becoming an educator.	The video is mostly clear and specific in conveying its message elevating the image of teaching and communicating the value of the teaching profession.  More or clearer information at one or two points in the video would increase the understanding and impact for the viewer.	The video makes an attempt to deliver a message related to the assigned task but is inconsistent in its storytelling or message delivery.  There may be more than two points in the video that are confusing or do not support understanding or impact for the viewer.	The video is consistently confusing or unclear in how it delivers a message directly related to the assigned task.
Creativity	The video conveys its message in creative, inventive ways that expertly maximize the engagement and impact for the audience.  Video is attention-grabbing, contains unique and original content, and is appealing for a national audience.	The video employs creative ideas to convey its message, though the stylistic or thematic choices do not entirely maximize impact for the audience.  Filmmaking choices at one or two points in the video may distract from or limit impact for the audience.	The video would benefit from more inventive or distinctive stylistic choices. Clichés may be present.	The video needs significant improvement in order to engage the audience or deliver meaningful impact related to its intended message.
Professionalism	The video production value (picture & sound editing, shot composition, titles, image quality) reflects professional-caliber work.	The video production value (picture & sound editing, shot composition, titles, image quality) reflects commendable student-caliber work.	The video production value (picture & sound editing, shot composition, titles, image quality) reflects a developing effort to master filmmaking technology and style.	The limited video production value (picture & sound editing, shot composition, titles, image quality) consistently distracts from the intended impact of the project.

**Presentation and Q&A**

Points Available	10–9 Accomplished	8–6 Commendable	5–3 Developing	2–1 Needs Improvement
Content	<p>Presentation is comprehensive, in-depth, and expertly-organized.</p> <p>Shares professional-caliber material that meaningfully addresses all items in guidelines.</p>	<p>Presentation is comprehensive, in-depth, and well-organized.</p> <p>Shares professional-caliber material that addresses all items in guidelines.</p>	<p>Presentation is on-topic, but inconsistent in its comprehensiveness, depth, or organization.</p>	<p>Presentation struggles to stay on-topic or to address items in the guidelines in a meaningful way.</p>
Vocal Delivery	<p>Clarity of voice, pacing, and modulation of tone are professional-caliber and expertly crafted to deliver to the listener maximum impact and understanding.</p>	<p>Clarity of voice, pacing, and modulation of tone are strong. The listener is able to understand what the contestants are conveying.</p>	<p>Clarity of voice, pacing, and modulation of tone are basic and straightforward.</p> <p>The listener is able to understand, but the impact would be increased with a more dynamic or consistent vocal delivery.</p>	<p>Clarity of voice, pacing, and modulation of tone are inconsistent during the presentation.</p> <p>At times, the vocal delivery from multiple team members distracts from the content of the presentation and diminishes its potential impact.</p>
Presence	<p>The contestants’ sustained eye contact, effective posture, and professional demeanor expertly complement the substance of the presentation to deliver the maximum possible impact to the listener.</p> <p>All team members, whether speaking or not, reinforce the intended impact of the presentation at all times.</p>	<p>The contestants’ mostly sustained eye contact, positive posture, and pleasant demeanor complement the content of the presentation quite well.</p> <p>One or more of the presenters may appear to slip in and out of professional character at moments during the session.</p>	<p>The contestants’ inconsistent eye contact, posture, and demeanor reflect a straightforward recital of the material.</p> <p>The speakers could do more to fully capitalize on the added impact possible with a focused, sustained presence.</p>	<p>The contestants display effort but eye contact, posture, and demeanor from multiple team members could benefit from more practice and coaching so that the speakers’ presence consistently complements the content.</p>

**Presentation and Q&A Cont.**

Points Available	10–9 Accomplished	8–6 Commendable	5–3 Developing	2–1 Needs Improvement
Q&A Discussion	<p>The contestants’ responses in the Q&amp;A session demonstrated consistent thoughtfulness and professional-caliber insight, rooted in the deep experience of the material.</p> <p>The contestants display impressive, professional-level depth of knowledge and understanding given his/her experience and research.</p>	<p>The contestants’ responses in the Q&amp;A session demonstrated thoughtfulness and reflected successful attempts to address most of the material posed to him/her.</p> <p>The contestants display some substantive knowledge and understanding of the selected topic based on his/her experience and research.</p>	<p>The contestants’ responses in the Q&amp;A session reflected a broad spectrum of levels of quality from answer to answer.</p>	<p>The contestants’ responses in the Q&amp;A session may reflect evident effort and passion but are inconsistent in the depth, accuracy, understanding, or insight offered in their responses.</p>
Overall Impact	<p>The presentation demonstrates a clear, powerful, and undeniably impactful marketing message.</p> <p>The visuals and the presentation content and delivery effectively complement each other to craft a highly impactful, professional-caliber experience.</p>	<p>The visuals, content, and delivery work together to offer a commendable presentation. With minor revisions and delivery tweaks, the project could be considered of professional caliber.</p>	<p>The presentation demonstrates effort. At multiple moments, the visuals, content, and delivery may not effectively complement one another, which may limit the impact of the presentation.</p>	<p>The presentation demonstrates inconsistent, off-topic, unprofessional, or superficial aspects of the visuals, content, or delivery.</p> <p>The audience is frequently distracted from the intended impact by aspects of the visuals, content, or delivery.</p>

**Guideline Adherence**

Points Available	4	0
Video Length	Video is between one and two minutes in running time.	Video is shorter than one minute or longer than two minutes in running time.
Video Titles & Credits	Video includes the competition name and title of the project. It also includes the name of the school, city, and state in the opening credits.	Video does not include, in the opening credits, one or more of the following: the competition name, title of the project, name of the school, city, and state.
Presentation Length	Presentation is less than 10 minutes in length before the judges’ Q&A begins.	Presentation had to be stopped at 10 minutes in length before the judges’ Q&A began.
New Marketing Strategy	Video or presentation makes clear that the marketing strategy is a new, original idea.	Video or presentation does not make clear that the marketing strategy is a new, original idea



# PUBLIC SERVICE ANNOUNCEMENT-TEACHER RECRUITMENT COMPETITION

LEVEL (MIDDLE SCHOOL, HIGH SCHOOL JUNIOR VARSITY, HIGH SCHOOL VARSITY, COLLEGIATE)

Students' Names: \_\_\_\_\_

Students' School, City, State: \_\_\_\_\_

- Judges will use the Detailed Scoring Rubric as their guide to score students' competition entries.
- Points and feedback will be emailed to the student competitors no later than two weeks after the conference.

## Video

	Accomplished	Commendable	Developing	Needs Improvement	Score
Clarity & Content	15-13	12-9	8-5	4-1	
Creativity	15-13	12-9	8-5	4-1	
Professionalism	15-13	12-9	8-5	4-1	

## Presentation and Q&A

	Accomplished	Commendable	Developing	Needs Improvement	Score
Content	10-9	8-6	5-3	2-1	
Vocal Delivery	10-9	8-6	5-3	2-1	
Presence	10-9	8-6	5-3	2-1	
Q&A Discussion	10-9	8-6	5-3	2-1	
Overall Impact	10-9	8-6	5-3	2-1	

## Guideline Adherence

	Adheres	Does not adhere	Score
Video Length	4	0	
Video Titles & Credits	4	0	
Presentation Length	4	0	
New Marketing Strategy	4	0	

**Continued**



\*\*Did any source media (music, images, or video clips not originally filmed, created, or officially licensed by the student competitors) appear un-cited in the video credits or violate any copyright? If yes, deduct 15 points from the total score.

TOTAL SCORE \_\_\_\_\_/111

**FEEDBACK FOR STUDENTS:** Write two or more sentences.