



## Prepared Public Speaking CDE

### Purpose

The Prepared Public Speaking Career Development Event is designed to develop agricultural leadership by providing for member participation in agricultural public speaking activities and stimulating interest in leadership and citizenship. Members create and deliver a six- to eight-minute speech on a current agriculture topic or issue. Scoring is based on the written manuscript, delivery, and response to questions.

### Sponsor

Mr. & Mrs. Bruce & Judy Miller currently sponsor this event.

### State Event Superintendent

State agricultural education staff will designate the superintendent for this event.

Comments and questions may also be directed to Dr. Jason Davis, State FFA Coordinator, Department of Agricultural and Extension Education, NCSU, Box 7654, Raleigh, NC 27695-7654. Phone: 919.515.4206 Fax: 919.513.3201 Email: jason\_davis@ncsu.edu

### Eligibility

This event is open to all FFA chapters and FFA members in good standing. FFA Members may not participate in a Career Development Event that leads to a state level event after July 1, following their high school/early college graduation. The event will be open only to students who are active FFA members and who are currently enrolled in agricultural education. Members winning a previous state event in this area or that have participated in a previous national event in this area are ineligible.

The use or possession of cellular phones, Personal Digital Assistants (PDAs) or any other mobile electronic communication device is prohibited during any state-level career development event. Any violation of this rule by any team member will result in total team disqualification.

Any member found cheating in any state level career development event will result in total team disqualification for that event.

**The North Carolina FFA Association, in keeping with the FFA mission and purposes, does not permit the use of tobacco products at any FFA facility or at any FFA activity.**

### Supplemental Information

At the North Carolina FFA State Convention, participation in more than one FFA CDE event is permitted as long as events are not being held concurrently and no special provisions are required to facilitate participation with the exception that parliamentary procedure and public speaking and parliamentary procedure and Creed speaking which are held concurrently will allow dual participation and special provisions for flighting.

### Dress Code

Participants in this event should wear official dress as described in the FFA manual. Official dress for an FFA member includes: an official FFA jacket zipped to the top, black slacks and black socks/nylons or black skirt and black nylons, white collared blouse or white collared shirt, official FFA tie or official FFA scarf, black dress shoes with closed heel and toe.

### State Career Development Event Participation

The appropriate numbers of participants based on event involvement from each region are eligible to compete in the state career development event. Individuals advancing to state event participation must be certified by the regional FFA advisor.

### Procedures for Administering the Event

The event should be conducted on federation, regional, state and national levels.

### Manuscript Requirements

- Participants must submit a minimum of four copies of their speech for federation or



regional competition as directed by the regional coordinator or federation advisor.

- **For state level competition eight copies of their participant’s speeches should be submitted to the State FFA Coordinator one week prior to the state convention.**
- Speeches are to be formatted on 8 ½” x 11” white paper with 1” margins and double line spacing
- A cover page is to be included that gives the speech title, participant’s name, chapter, state and year.
- Font size must be 12 point using sans serif font (Arial, Calibri, etc.) or serif (Times New Roman, Cambria, etc.).
- The manuscript should follow the most current APA style for developing a reference list and in text citations.
- A complete and accurate reference list should be included in the manuscript.
- Manuscripts are not to be bound, but should have a staple in the upper left corner.

Manuscripts not meeting these guidelines will be penalized. **Each participant’s manuscript must be the result of the student’s own efforts.**

#### Content Components

One 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 participant may take advantage of all available training facilities and personnel in their local school and community in developing their speaking ability.

Facts and working data may be obtained from any source.

*Subject:* Participants may choose any current subject for their speeches which is of an agricultural character (nature) and which may include agriscience and technology, agribusiness, agrimarketing, international agricultural relations, agricultural communications. Official judges of FFA Prepared Public Speaking shall disqualify a

participant if he or she speaks on a non-agricultural subject.

*Presentation:* **No props are to be used.**

*Time Limit:* Each speech shall be a minimum of six minutes in length and a maximum of eight minutes. Participants will be penalized one point per second on each judges’ 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.

*Selecting a winner:* Three competent and impartial judges will be selected to judge the event at all levels above the chapter level. At least one of the judges should have an agricultural background. Judges will formulate and ask questions pertaining directly to the participant’s speech (at all levels of competition). The full five minutes for questions should be used. Judges will score participants on the North Carolina FFA Public Speaking Scoring Rubric. Official placing for this event is based on ranks rather than scores. Each judge will independently score and rank the individual speakers based on the scores they gave him or her. The participant with the highest score total receives a rank of 1. Other participants are ranked in the same manner with each subsequent rank being for a lower score. After each judge has independently scored and ranked all participants, all judges will sum their ranks and the participant with the lowest cumulative total will be placed first. The second lowest cumulative total will be second place and so forth until all participants have been placed.

#### Manuscript Rubric - 200 points

Manuscript Standards	Maximum Points
Topic relevance	30
Persuasive explanation of position	40
Alternative viewpoints recognized	20
Logical order and unity of thought	20
Spelling/grammar	35



Quality or resources	30
Formatted to 8 ½" x 11" white paper with 1" margins and double line spacing	5
Cover page has speech title, participant's name, chapter, state, and year	5
APA style for reference list and in text citations	15

#### Presentation Rubric - 500 points

Oral and Non-Verbal Communication Standards	Maximum Points
Supporting evidence (use of examples)	75
Persuasive use of evidence	75
Pace	75
Command of audience	100
Eye contact	50
Mannerism and gestures	50
Poise	75

#### Response to Questions Rubric – 300 points

Response to Questions Standards	Maximum Points
Organized response to questions	100
Knowledge of topic	200

#### Procedure for Determining the State Event Winner When Scores are Tied

In the event of a tie in ranks, the individual raw scores will be added and the high scorer will be the winner.

#### State Awards

The awards for the state event will be presented annually at the state FFA convention to include a team 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place plaque and a travel monetary award.

#### National Career Development Event Participation

State winning teams advancing to the national career development event will be automatically registered for the national event. It is the responsibility of the FFA chapter advisor to complete all necessary national certification and waiver forms and return them to the State FFA Coordinator by the assigned due date.

State winning CDE teams that choose not to participate at the national level should contact the state office by September 1 prior to national convention. Teams that fail to inform the state office prior to September 1 will be ineligible to participate in that same CDE for the next year (chapters may appeal to the State FFA Board of Directors). Teams that do not compete at the national convention will be required to pay back the travel award.

#### Bibliography

Official FFA Manual  
National FFA Career Development Events Handbook  
Natioal 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](http://www.apastyle.org)



North Carolina FFA Association  
FFA Prepared Public Speaking Career Development Event  
Official Prepared Public Speaking CDE Manuscript Rubric – 200 points

Speaker Name: \_\_\_\_\_ Chapter: \_\_\_\_\_

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			
<b>Manuscript Content and Composition</b>						
<i>Topic relevance</i>	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 6	
<i>Persuasive explanation of position on topic</i>	Position clearly stated and ample evidence is provided.	Position is not obvious and evidence is not clearly provided.	Position is not stated and evidence is not provided.		x 8	
<i>Alternative viewpoints recognized</i>	Identifies and counters alternative viewpoints.	Only identifies alternative viewpoints.	Does not identify alternative viewpoints.		x 4	
<i>Logical order and unity of thought</i>	Clearly organized and concise with 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	
<i>Spelling/grammar (sentence structure, verb agreement, etc.)</i>	Spelling and grammar are extremely high quality with two or less errors in the document.	Spelling and grammar are adequate with three to five errors in the document.	Spelling and grammar are less than adequate with six or more errors in the document.		x 7	
<i>Quality of resources</i>	Resources are from reputable sources.	Resources are from questionable sources.	Resources are unreliable and invalid.		x 6	
<b>Manuscript written according to guidelines</b>	5 points		0 points			
<i>Double-spaced formatted on 8½" x 11" white bond paper with 1" margins</i>					x 1	
<i>12 point Arial or Sans Serif font</i>					x 1	
<i>Cover page with speech title, participant's name, chapter, state, and year</i>					x 3	
<i>APA style for references and citations</i>					x 3	
<b>Total Points for Manuscript Content and Composition</b>						



North Carolina FFA Association  
FFA Prepared Public Speaking Career Development Event  
Prepared Public Speaking CDE Presentation and Questions Rubric – 800 points

Speaker Name: \_\_\_\_\_ Chapter: \_\_\_\_\_

Indicators	Very strong evidence skill is present	Moderate evidence skill is present	Strong evidence skill is not present	Points Earned	Weight	Total Score
<b>Possible Points</b>	<b>5-4</b>	<b>3-2</b>	<b>1-0</b>			
<b>Oral and Non-Verbal Communication</b>						
<b>A. Supporting Evidence</b>	Examples (stories, statistics, etc.) are vivid, precise, and clearly explained.	Examples are usually concrete, sometimes needs clarification.	Examples are sometimes confusing, leaving the listeners with questions.		<b>x 15</b>	
<b>B. Persuasive use of evidence</b>	Exemplary use of evidence to persuade listeners.	Sufficient use of evidence to persuade listeners.	Has difficulty using evidence to persuade listeners.		<b>x 15</b>	
<b>C. Pace</b>	Speaks very articulately at rate that engages audience.	Speaks articulately but occasionally speaks too fast or has long unnecessary hesitations.	Speaks too fast or too slow to engage audience.		<b>x 15</b>	
<b>E. Command of Audience</b>	Speaker uses appropriate emphasis and tone to captivate the audience.	Speaker presents speech as mere repeating of facts and speech comes across as a report.	Speaker lacks enthusiasm and power to engage the audience.		<b>x 20</b>	
<b>F. Eye Contact</b>	Constantly looks at the entire audience (90 - 100% of the time).	Mostly looks around the audience (60 – 80% of the time).	Occasionally looks at someone or some groups (less than 50% of the time).		<b>x 10</b>	
<b>G. Mannerisms and gestures</b>	No nervous habits are displayed. Hand motions are expressive and used to emphasize talking points.	Sometimes exhibits nervous habits. Hands are sometimes used to express or emphasize.	Displays some nervous habits. Hands are not used to emphasize talking points; hand motions are sometimes distracting.		<b>x 10</b>	
<b>H. Poise</b>	Portrays confidence and composure through appropriate body language (stance, posture, facial expressions)	Maintains control most of the time; rarely loses composure.	Lacks confidence and composure.		<b>x 15</b>	
<b>Response to Questions</b>						
<b>A. Response to questions</b>	Is able to respond with organized thoughts and concise answers.	Answers effectively but has to stop and think and sometimes gets off focus.	Rambles or responds before thinking.		<b>x 20</b>	
<b>B. Knowledge of topic</b>	Answer shows thorough knowledge of the subject and supports answer with strong evidence.	Answer shows some knowledge of the subject but lacks strong evidence.	Answer shows little knowledge of the subject and lacks evidence.		<b>x 40</b>	
<b>Total Points for Presentation and Questions Rubric</b>						



Prepared Public Speaking CDE Official Tally Sheet

Evaluation Criteria	Maximum Points	Speaker 1:	Speaker 2:	Speaker 3:	Speaker 4:	Speaker 5:	Speaker 6:	Speaker 7:	Speaker 8:
Scores from Presentation and Response to Questions Rubrics									
Verbal and Non-Verbal Communication during presentation (from rubric)									
Supporting evidence (examples)	75								
Persuasive use of evidence	75								
Pace	75								
Command of audience	100								
Eye contact	50								
Mannerisms and gestures	50								
Poise	75								
Response to Questions (from rubric)									
Response to questions	100								
Knowledge of topic	200								
Manuscript Score (from rubric)	200								
Subtotal points	1000								
Less time deductions (1 point for each second under 6 minutes <u>or</u> over 8 minutes)	Provided by room coordinator or timekeeper								
Official FFA Dress Violation Deduction (50 points)	-50								
Net Total Points	1000								
Speaker Ranking									

Judge's Name: \_\_\_\_\_ Date: \_\_\_\_\_



**PREPARED PUBLIC SPEAKING CAREER DEVELOPMENT EVENT  
JUDGES WORKSHEET TO DETERMINE OFFICIAL PLACING**

Judges will score speakers on the North Carolina FFA Prepared Public Speaking Scoring Rubric. Official placing for this event is based on ranks rather than scores. Each judge will independently score and rank the individual speakers based on the scores they gave him or her. The speaker with the highest score total receives a rank of 1. Other speakers are ranked in the same manner with each subsequent rank being for a lower score. Each judge has scored and ranked all speakers. Afterward all judges will collaborate to determine overall rankings and placing for each speaker. Judges will sum their ranks and the speaker with the lowest cumulative total will be placed first, second lowest cumulative total will be second place and so forth until all speakers have been placed.

Speakers in Order of Presentation	Judge A Rankings for each speaker		Judge B Rankings for each speaker		Judge C Rankings for each speaker		Cumulative Total of Ranks for all Judges for each speaker	Official Placing Lowest cumulative total is 1 <sup>st</sup> place and ascend as the cumulative total moves up.
Speaker 1		+		+		=		
Speaker 2		+		+		=		
Speaker 3		+		+		=		
Speaker 4		+		+		=		
Speaker 5		+		+		=		
Speaker 6		+		+		=		
Speaker 7		+		+		=		
Speaker 8		+		+		=		
Speaker 9		+		+		=		
Speaker 10		+		+		=		
Speaker 11		+		+		=		
Speaker 12		+		+		=		
Speaker 13		+		+		=		
Speaker 14		+		+		=		
Speaker 15		+		+		=		
Speaker 16		+		+		=		
Speaker 17		+		+		=		
Speaker 18		+		+		=		
Speaker 19		+		+		=		
Speaker 20		+		+		=		

Judge's Name: \_\_\_\_\_ Date: \_\_\_\_\_