



Best Agri-Marketing Career Pathway Demonstration

April 4, 2025
Location: COS, Visalia

Chairperson

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CHECK IN: 9:00 am **CONTEST BEGINS:** 9:30 am

ELIGIBILITY:

Eligibility is limited to teams (two to four). No individual entries are allowed.

EXPECTATIONS:

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

SCOPE OF CONTEST:

Demonstrators will set-up their area between 9:00 – 9:30am the morning of the event. Judges will begin rotating through stations at 9:30am and commence around 11:30 am.

Presentation Requirements:

1. Every aspect of the presentation is to be completed by students. Coaches/Teachers are encouraged to supervise their teams.
2. Presentations are not to exceed eight minutes in length. Following the presentation, judges may ask questions. Judges will provide written feedback to all teams.
3. Interactive hands-on and/or a demonstration of something from your occupational/academic area to be included.
4. Presentations will be repeated for multiple groups. Leaving the booth unmanned at any time prior to the end of the contest may result in a three-point penalty assessment.
5. Presentations will be built with the "Pathway Demonstration Rubric" in mind.

IMPORTANT INFORMATION:

Demonstration areas will be spread around the college campus.

Teams may take down their demonstration area by 11:45 am on the day of the competition; however, they may choose to leave it available for other students to explore for the duration of the day. Students are not to leave the booth unattended at any time.

EQUIPMENT AND MATERIALS:

Teams are required to provide all equipment and/or materials that are necessary for their demonstration. There will be no on-site technical assistance available the day of the event. Electrical outlets and tables are available by request **two weeks prior to the event.**

TIME: You may arrive at 8:30 am to start setting up. Roll will be taken at 9:00 a.m. Judging will begin at 9:15am.



Career Pathway Demonstration Rubric

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

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