

WHAT IS AGRICULTURAL EDUCATION?

-Advocacy Project-

TASK:

Create a Video that showcases our agricultural education program and how it is preparing students for bright futures. The final product should be something we can show our school board, state representative, or a complete stranger to help them understand how our program prepares students for their future in any capacity. I am looking for an entertaining, accurate and compelling story in 2 minutes or less.

ITEMS TO CONSIDER:

- Showcase the full agricultural education program (The three circle model)
- The more creative the delivery, the better the video!
- The video might be a commercial, a parody, or something we haven't even thought of
- Clearly explain how our program helps prepare students for the future with examples and facts to back up your claim.
- Your video should be a true-to-life depiction of student experiences with your agricultural education program.
- Portrayals of characters and objects should be based on facts

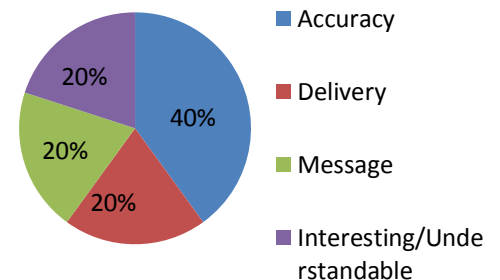
GRADING:

This assignment is worth 25 points total.

The Ag Ed Advocacy Video will be evaluated on the following:

Points	Topic
10	Accuracy - How is our agricultural education program preparing you for a bright future?
5	Delivery, Special Effects and Music
5	Succinct message: Concise, Brief, Accurate, Powerful
5	Interesting and understandable

Assignment Grade



Entries will be evaluated by a panel with expertise in advocacy and agricultural education.

EXAMPLES:

Let these examples guide the content of your video. Feel free to use elements you think best portray how our agriculture program is preparing you for a bright future! (You are not limited to these examples).

- *Agricultural Education: Three Circle Model (Classroom/Laboratory Instruction, Experiential Education and Leadership)*
- *Academic Achievement and Benchmarks (Test Scores, Assessments, Dual-Credit Opportunities)*
- *Responsibility*

- *College Readiness*
- *Career Readiness*
- *Critical Thinking/Problem Solving*
- *Job Opportunities, Availability and Wage Earning Potential*
- *Community Involvement*

WHAT IS AG ED?

ADVOCACY PROJECT: GRADING RUBRIC

Group Members:

CATEGORY	5	4	3	2
Accuracy 1	Students showed excellent knowledge of content by incorporating 2-3 examples of how Ag Ed prepares it's students for bright futures.	Students showed excellent knowledge of content by incorporating 1-2 examples of how Ag Ed prepares it's students for bright futures.	Students showed excellent knowledge of content by incorporating only 1 example of how Ag Ed prepares it's students for bright futures.	Students showed excellent knowledge of content but failed to incorporate examples of how Ag Ed prepares it's students for bright futures.
Accuracy 2	Students provided examples and facts for EACH example to back up their claims.	Students provided a few examples and facts for the examples to back up their claims	Students provided examples of facts but does not back up their claims.	Students lacked examples and exhibited zero facts to back up their claim.
Delivery	Many different "takes", camera angles, sound effects, and/or careful of use of zoom. Video did not rock/shake and had excellent focus (tri-pod used)	Several (3-4) different "takes", camera angles, sound effects, and/or careful of use of zoom provided variety in the video. Video did not rock/shake and had excellent focus majority of the video.	One or two different "takes", camera angles, sound effects, and/or careful of use of zoom provided variety in the video. Video had a little rocking/shaking, but the focus was excellent throughout.	Little attempt was made to provide variety in the video or had Problems with un-purposeful rocking/shaking and focus.
Message	Excellent, concise, accurate and powerful facts and statements were provided and encompassed every component of the 3 circle model equally. Sources were provided.	Facts and statements were concise, but lacked power and accuracy. The information lacked power behind one of the 3 circle model components. Sources were provided.	Video content provided a few concise and powerful facts. The 3 circle model was not touched on equally. Sources were not provided.	Video content failed to show the 3 circle model, and how ag ed prepares students for bright futures. Contained zero facts. Sources were not provided.
Interesting/ Understandable	Video has a clear and interesting purpose. Video promotes the Ag Ed Department and informs the public of its role in Education	Video is interesting but purpose is somewhat unclear. Video promotes the Ag Ed Department, but has a difficult time providing the public with easily understood information.	Video is not very interesting and purpose is somewhat unclear. Video lacks promotion of the Ag Ed Department, and has a difficult time providing the public with easily understood information.	Video is not interesting and has no discernable purpose. What is Ag Ed Again?

WHAT IS AG ED?

HOW DOES AGRICULTURAL EDUCATION PREPARE STUDENTS FOR THE FUTURE?

AG ADVOCACY PROJECT: VIDEO PREPARATION

STEP 1

Name: _____

1. Draw the Agricultural Education: Three Circle Model

(Classroom/Laboratory Instruction, Experiential Education and Leadership)

2. How does Agricultural Education perform through Academic Achievement and Benchmarks? (Test Scores, Assessments, Dual-Credit Opportunities)

a. Test Scores:

b. Assessments:

c. Dual-Credit Opportunities:

d. Other:

3. How does Agricultural Education develop responsibility within students?

Classroom/ Lab Instruction:

SAE:

FFA:

4. How does Agricultural Education prepare students for college?

Classroom/ Lab Instruction:

SAE:

FFA:

5. How does are students that are involved in Agricultural Education career ready?

Classroom/ Lab Instruction:

SAE:

FFA:

6. How does our program instigate critical thinking and problem solving?

Classroom/ Lab Instruction:

SAE:

FFA:

7. How many jobs are available in agriculture?

Spectrum	# of Jobs in Ag	Availability	Wage Potential
Wisconsin:			
Nationally:			
Globally:			

8. How is our program involved within the community?

Classroom/ Lab Instruction:

SAE:

FFA:

WHAT IS AG ED?

ADVOCACY PROJECT: VIDEO PLANNING

STEP 2

Group Members:

_____	_____
_____	_____
_____	_____

TITLE PAGE

(A title page and/or screen to introduce the video and purpose)

FIRST MINUTE

(Clearly explain how your high school agriculture program helps students become college and career ready)

SECOND MINUTE:

(Within the second minute, provide examples and detailed information to back up your facts)

EXAMPLE VIDEO LINKS:

1. 
2. 
3. 

WHAT IS AG ED?

ADVOCACY PROJECT: VIDEO CREATION

STEP 3

RULES:

Do not post your videos to YouTube or other Internet sites prior to submission. This could be grounds for a zero.

Length: Recommended video length is 2 minutes, but it may be shorter in length. The video will be disqualified if it is over 2 minutes and 30 seconds in length.

The video must be a movie file using one of the following formats: WMV, MOV, AVI, MPEG, MPEG4, MPEGS, .FLV, 3GPP or WebM. Only videos in one of these formats will be accepted.

Photograph and Video License & Publicity Release forms must be submitted to instructor.

WHAT IS AG ED?

ADVOCACY PROJECT: VIDEO SUBMISSION

STEP 4

FOLLOW THESE STEPS CAREFULLY:

1. Cross reference rubric and video for required content.
2. Ask for instructor preliminary viewing. (Be expected to make changes/add/remove material)
3. Make final changes
4. Send Ms. Whitney an email with the video link with the following information in THIS FORMAT:

Subject: NAAE Video Submission

Student Names:

Student First and Last Name A, Freshman

Student First and Last Name B, Sophomore

Student First and Last Name C, Junior

School:

Kiel High School

210 Raider Heights

Kiel, WI 53042

Teacher:

Ms. Whitney Barnes

(920)-894-2263

wbarnes@kiel.k12.wi.us