

**American Farm Bureau Federation
Young Farmers & Ranchers Excellence in Agriculture Award**

Scoring Sheet - Presentation

Part 1. Delivery of Presentation

Please award this portion up to 30 points.

1A. Has an engaging opening, thoughtful conclusion and bridges ideas and messages. Uses smooth transitions.

1B. Has a coherent story line, tells a compelling and well-organized story with a clear message that is easy to follow.

1C. Speaks clearly, conveying comfort and confidence when speaking, while effectively using their voice to engage the audience. Uses clear language. (i.e. good volume, clarity, articulation, enunciation).

1D. Has a strong command of the presentation and its content. Does not read slides.

1E. Uses appropriate body language – eye contact and natural gestures.

1F. Time is used effectively.

1A. Has an engaging opening, thoughtful conclusion and bridges ideas and messages. Uses smooth transitions. (7 points)			
0-1 - Needs significant improvement	2-3 - Needs slight improvement	4-5 - Meets expectations	6-7 - Exceeds expectations
Made no attempt at an engaging opening, abruptly ended without a conclusion. Pauses between ideas, does not clearly bridge between messages/transitions are clunky and noticeable.	Opening was not engaging/conclusion was weak. Transitions between ideas and messages could be smoother.	Has an engaging opening and thoughtful conclusion. Bridges ideas/messages and uses smooth transitions.	Opening is very engaging, catches attention and interests listeners. Conclusion is well thought out. Bridges ideas and messages with smooth transitions. Is purposeful in content and messaging.

1B. Has a coherent story line, tells a compelling and well-organized story with a clear message that is easy to follow. (7 points)			
0-1 - Needs significant improvement	2-3 - Needs slight improvement	4-5 - Meets expectations	6-7 - Exceeds expectations
Story is disorganized, does not have a clear message, is not memorable.	Story is not well organized and is hard to follow.	Tells a compelling, well-organized story.	Tells a compelling easy to follow story with solid take aways and is memorable.

1C. Speaks clearly, conveying comfort and confidence when speaking, while effectively using their voice to engage the audience. Uses clear language (i.e. good volume, clarity, articulation, enunciation). (6 points)			
0-1 - Needs significant improvement	2 - Needs slight improvement	3-4 - Meets expectations	5-6 - Exceeds expectations
Very nervous and uncomfortable speaking. Voice is too quiet, loud, monotone or mumbles. There are long pauses. Many filler words are used.	Lacks confidence and is not comfortable. Language choice isn't always clear, and voice does not help listener stay engaged. Speaker's volume isn't appropriate, has poor articulation and enunciation and uses several filler words.	Conveys comfort and confidence when speaking. Understandable language is used. Is engaging with good volume, clarity, enunciation and doesn't have many long pauses and/or filler words.	Conveys extreme comfort and confidence when speaking. Language is clear and understandable. Has an ease in their speaking. Uses good volume and enunciation and language is free of filler words and/or excessive jargon.

1D. Has a strong command of the presentation and its content. Does not read slides. (4 points)			
0 - Needs significant improvement	1 - Needs slight improvement	2-3 - Meets expectations	4 - Exceeds expectations
Shows little to no understanding of the subject area. Reads slides.	Lacks confidence in their understanding of the subject area. Looks at slides to help remember points.	Clearly has a solid understanding of the subject area and presents well. Does not read slides.	Shows an extremely solid understanding of the content being presented. Does not read slides at all.

1E. Uses appropriate body language (eye contact and natural gestures). (3 points)			
0 - Needs significant improvement	1 - Needs slight improvement	2 - Meets expectations	3 - Exceeds expectations
No eye contact, stiff body language and gestures.	Body language does not show confidence. Speaker(s) only make occasional eye contact.	Body language is appropriate and not distracting. Uses significant eye contact.	Body language is thoughtful and natural. Makes meaningful and deliberate eye contact.

1F. Time is used effectively. (3 points)			
0 - Needs significant improvement	1 - Needs slight improvement	2 - Meets expectations	3 - Exceeds expectations
Not all slides or content was covered due to poor timing. If two speakers, one rarely spoke.	Speeds up at the end/spends too much time on one topic. If two speakers, they do not evenly share content.	Time is used effectively. If two speakers, they do an adequate job of sharing time.	Has an excellent sense of time and pace. If two speakers, they share the content and smoothly transition between each other.

Part 2. Content of Presentation

Please award this portion up to 40 points total.

2A. Specifically addresses the contestant’s involvement, significance and success with agriculture, Farm Bureau and other organizations.

2B. Conveys a meaningful contribution to the industry and understanding of agriculture.

2C. Communicates a strong passion and personal convictions to advocate for agriculture. Takes initiative and shows significant time and talent given to promote the industry.

2D. Specific and attainable goals are set and communicated, with significant action being taken to reach those goals related to the applicant’s career and involvement in Farm Bureau and other organizations.

2E. Uses visuals to aid understanding.

2A. Specifically addresses the contestant’s involvement, significance and success with agriculture, Farm Bureau and other organizations. (10 points)			
0-1 - Needs improvement	2-3 - Needs slight improvement	4-7 - Meets expectations	8-10 - Exceeds expectations
Few or no examples are addressed, and no real impact is explained. Examples are dated and irrelevant.	Some examples given, some impact and success shown.	Examples are given. Involvement in Farm Bureau and other organizations is shown and significant impact is addressed.	Gives specific examples of involvement in Farm Bureau and other organizations. Examples show excellent success and significant impact on agriculture. Examples are relevant and timely.

2B. Conveys a meaningful contribution to the industry and understanding of agriculture. (10 points)			
0-1 - Needs significant improvement	2-3 - Needs slight improvement	4-7 - Meets expectations	8-10 - Exceeds expectations
Does not specifically convey contributions. Examples given are not relevant. Shows a weak understanding of issues facing agriculture and the understanding is narrow in scope.	Conveys some relevant contributions. Shows a general understanding of issues facing agriculture at a local, state and/or national level.	Conveys clear contributions to the industry with specific examples. Understands key issues facing agriculture on a local, state, national and/or international level.	Strongly conveys meaningful and significant contributions to agriculture, gives examples and shows relevance. Shows an extremely strong understanding of issues facing agriculture on local, state, national and international levels.

2C. Communicates a strong passion and personal convictions to advocate for agriculture. Takes initiative and shows significant time and talent given to promote the industry. (10 points)			
0-1 - Needs significant improvement	2-3 - Needs slight improvement	4-7 - Meets expectations	8-10 - Exceeds expectations
Applicant does not communicate their passion for agriculture or is not able to share quality examples of how they advocate for the industry. Little to no time and talent are invested to help promote the industry.	Applicant shows passion for agriculture but lacks quality and specific examples. Little to no meaningful initiative is taken as they advocate for the industry and a limited amount of extra time and talent are identified.	Applicant expresses passion for the industry and provides some specific examples of their advocacy work. Initiative is taken and expressed through examples of time and talent identified.	Applicant eloquently communicates their extreme passion for being an advocate for the industry. Meaningful, intentional and deliberate initiative is taken. Actual and specific examples are shared of time and talent given to the industry.

2D. Specific and attainable goals are set and communicated, with significant action being taken to reach those goals related to the applicant's career and involvement in Farm Bureau and other organizations. (5 points)			
0-1 - Needs significant improvement	2 - Needs slight improvement	3-4 - Meets expectations	5 - Exceeds expectations
Goals expressed are narrow in scope and are not specific. Little to no effort has been taken to reach the goals.	Goals are not specific and/or thoughtful in nature. Few actual steps have been taken to reach the goals.	Several specific goals are communicated and are realistic in nature. Steps have been taken to reach the goals.	Specific goals are thoughtful, realistic and of a high quality. Has taken active and significant steps towards reaching many of the goals.

2E. Uses visuals to aid understanding. (5 points)			
0 - Needs significant improvement	1-2 - Needs slight improvement	3-4 - Meets expectations	5 - Exceeds expectations
Visuals are disorganized, distracting, and irrelevant.	Visuals are not as creative as they could be and could be more relevant to aid in understanding the content.	Visuals are used well to aid in understanding of the content and do not distract from the presentation.	Attractive visuals are used in an engaging way that do not distract from the presentation, but aid in understanding and relevance.

Part 3. Questions

Please award this portion up to 30 points total.

3A. Gives thoughtful, knowledgeable and clear answers.

3B. Answers clarify and expand upon topics and issues presented. Puts any negative into positive context.

3C. Does not pause, mumble, use excessive jargon or filler words and body language remains confident.

3A. Gives thoughtful, knowledgeable and clear answers. (15 points)			
0-2 - Needs significant improvement	3-6 - Needs a few improvements	7-11 - Meets expectations	12-15 - Exceeds expectations
Does not show knowledge, is unclear, is not thoughtful or avoids the questions.	Shows limited knowledge and gives somewhat vague answers. Is not clear and responses could be better thought out.	Gives knowledgeable responses to questions. Clearly understands the questions and responds thoughtfully.	Gives incredibly thoughtful, knowledgeable, clear and well thought out answers that specifically addresses the questions.

3B. Answers clarify and expands upon topics and issues presented. Puts any negative into positive context. (9 points)			
0-1 - Needs significant improvement	2-3 - Needs slight improvement	4-6 - Meets expectations	7-9 - Exceeds expectations
Answers negatively, does not address topics, does not expand ideas or topics. Avoids the questions.	Answers clarify but do not expand on topics/issues, may not be able to transition negatives into positives.	Clarifies and most negatives are turned into positive context. Answers and expands upon topics/issues presented.	Answers significantly clarify the topics/issues presented. All negatives are turned into positive context.

3C. Does not pause, mumble, use excessive jargon or filler words and body language remains confident. (6 points)			
0-1 - Needs significant improvement	2 - Needs slight improvement	3-4 - Meets expectations	5-6 - Exceeds expectations
Is not confident in answers. Mumbles, uses jargon and/or many filler words while answering questions.	Answers questions confidently but mumbles or uses a few filler words to answer.	Questions are answered with ease, rarely pauses, mumbles or uses filler words. Body language remains confident.	Questions are answered with grace, ease and an extreme amount of confidence. Doesn't use filler words and does not mumble.