



CALIFORNIA

## 2018 CREATIVE LECTURE COMPETITION

**COMPETITION TYPE:** Individual

**ELIGIBILITY:** Educators Rising Middle and High School Students

**EDUCATORS RISING STANDARDS:**

Standard I: Understanding the Profession

Standard II: Learning About Students

Standard VII: Engaging in Reflective Practice

### Contest Purpose

It's time for you to give your TED Talk. Not sure what that is? Check out some of the most viewed TED Talks here: [www.ted.com](http://www.ted.com).

Storytelling and effective oral communication skills are vital qualities for professional success. Captivating an audience and sustaining their attention and wonder with a compelling topic remains one of the most valuable abilities in an increasingly networked society. Because great stories about meaningful topics are so fascinating and valuable, TED Talks have become one of the most influential contributions to the Internet, garnering over a billion views. These creative lectures present bold ideas often through personal lenses and have elevated a public speaking format that has been replicated across the world. Watch some TED Talks on education here: [www.ted.com/topics/education](http://www.ted.com/topics/education).

In 2018, the Creative Lecture Competition will offer ambitious, fearless, bold-thinking students a platform for sharing their ideas in a format that has been embraced by intellectual society.

The topic for the 2018 Creative Lecture Competition is **EQUITY**

**Prompt: Students in poverty are constantly encouraged to “beat the odds” by rising to the middle class. What changes must our education system make to change the odds for young people growing up in poverty?**

### Competition Guidelines

- A. The presentation must be about the assigned topic.
- B. The presentation must be videotaped. The video file must be in .mp4 format. Videos that are not in this file format will not be accepted and will be disqualified. The maximum file size is 2GB.
- C. The presenter may use a slide deck (ex. PowerPoint or Prezi presentation), but may not use sound or any other props or materials, including notes. The slide deck is purely optional; highly effective TED Talks have been delivered with or without accompanying slides.
- D. The speech may incorporate the research or ideas of others, but should ultimately reflect the presenter's original conclusions based on his/her synthesis of ideas and personal experience. Speech should be original, creative, and capture the audience's attention.
- E. Each video presentation is to be a minimum of four minutes and a maximum of 12 minutes.



CALIFORNIA

## 2018 CREATIVE LECTURE COMPETITION

\*Please note that if you are qualified and eligible to participate at a National level, you will have to do a live presentation at the conference. (See National guidelines for details)

### Judging and Scoring

- A. The judges' decisions are final.
- B. Scoring is based on the Creative Lecture Competition rubric.
- C. State winners will receive their Feedback & Tally Sheet to help them prepare for Nationals.

### Entry Submission

Video files must be submitted to the Project Tomorrow office by **11:59pm on Friday, January 26, 2018**. A link can be sent to [innovation@tomorrow.org](mailto:innovation@tomorrow.org). Be sure to include your name, grade, and school in the email. If you are mailing a physical file, it needs to be postmarked by Wednesday, January 24, 2018. Mail items to 15707 Rockfield Blvd. Suite 250 Irvine, CA 92618.

For further information and clarification please contact Program Coordinator; Pilar Comparan at [pcomparan@tomorrow.org](mailto:pcomparan@tomorrow.org)

**2018 CREATIVE LECTURE COMPETITION**

SECONDARY LEVEL (MIDDLE &amp; HIGH SCHOOL)

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

**Video Content**

Points Available	10–9 Accomplished	8–6 Commendable	5–3 Developing	2–1 Needs Improvement
Depth	The presentation reflects a deep and comprehensive understanding of the topic's complexities. It succeeds in exploring the topic with skilled nuance.	The presentation reflects understanding of the topic.	The presentation is on-topic and offers some good points, though those points may be surface-level and would benefit from greater exploration and detail.	The presentation reflects limited or flawed understanding of the topic.
Insight	The content of the presentation reflects keen understanding and striking insight into a major public issue.	The presentation offers useful, well- detailed ideas that warrant further exploration beyond this.	The presentation offers intuitive ideas that would have benefited from further unpacking in this presentation.	The presentation may offer ideas that are not meaningfully developed or may seem incomplete.
Research	The presenter maximizes his/her impact by usefully incorporating at least two pieces of relevant, expertly selected supporting research.	The presenter supports his/her message by incorporating two pieces of research, though only some of the research cited may succeed in strengthening the presentation's impact.	The presenter makes an attempt to incorporate research into the presentation. However, through the cited research, the presenter does not necessarily display understanding of his/her content.	The presenter makes minimal or no attempts to incorporate relevant research.

**Length**

Points Available	5	0
Length	Presentation is between four and 12 minutes.	Presentation is shorter than four minutes or longer than 12 minutes.

**2018 CREATIVE LECTURE COMPETITION**

SECONDARY LEVEL (MIDDLE &amp; HIGH SCHOOL)

**Delivery**

Points Available	10–9 Accomplished	8–6 Commendable	5–3 Developing	2–1 Needs Improvement
<b>Structure</b>	<p>The presentation reflects truly impressive understanding of how to build and deliver a powerful, creative lecture.</p> <p>The presentation is successfully and strategically sequenced to move the listeners.</p>	<p>The presentation reflects a largely successful effort to develop a compelling message to the listeners.</p>	<p>The presentation follows traditional structure without evidence of further ambition or execution. It is direct and on-topic.</p>	<p>The presentation may reflect limited success in addressing the prompt but is missing multiple necessary components to offer a cogent, compelling message.</p>
<b>Vocal Delivery</b>	<p>Clarity of voice, pacing, and modulation of tone are 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 speaker is conveying.</p>	<p>Clarity of voice, pacing, and modulation of tone are straightforward. The listener is able to understand, but the impact would be increased with a more dynamic vocal delivery.</p>	<p>Clarity of voice, pacing, and modulation of tone are inconsistent and needing improvement throughout the presentation. Often the vocal delivery distracts from the content of the speech and diminishes its potential impact.</p>

**Overall Impact**

Points Available	20-16 Accomplished	15-11 Commendable	10-6 Developing	5-1 Needs Improvement
<b>Structure</b>	<p>The content and delivery blend seamlessly to craft an exceptional, professional caliber experience.</p>	<p>The content and delivery work to offer a commendable presentation.</p>	<p>The presentation is commendable for its effort and on-topic content. Delivery and content would benefit from guided practice.</p>	<p>The presentation requires significantly more work.</p>

