

Applicant Number: _____

Video Prompt

Tell us about your participation in a JA program and how that participation has changed your behavior or mindset. Include the following:

1. Describe your experience in a JA program, including the name of the program and, if applicable, how a volunteer played a role.
2. What was the most memorable part and why?
3. How have you already and/or how will you apply what you learned in a JA program to your life moving forward, especially as it relates to financial literacy, work readiness, and/or entrepreneurship?

Assume the judges know nothing about JA programs. Please include concrete examples of changed behavior or mindset where possible, address all components, and keep the finished video response between 1-3 minutes.

Students, Keep these Guidelines in Mind

- Ask a teacher or other adult to assist in planning and review.
- Take time to reflect before recording. Write an outline or even a full script and practice. Edit.
- Be authentic. Demonstrate genuine impact through stories. Include details to support big ideas.
- Speak to impress.
 - Imagine you are speaking to a local business owner who knows nothing about JA.
 - Avoid using profanity or excessive slang. You want to demonstrate that you can speak to an adult audience.
- Where possible, record your video inside with a still, quiet background. Avoid having a light/window behind you, and turn fans off to avoid a strobe effect.
- Watch the [winning videos](#) from last year, read the rubric, and follow these tips. After you record, judge your video using the rubric to make sure it includes everything requested.

SECTION 1- Standard Qualifiers

	YES	NO (disqualified)
Student is in 9 th , 10 th , 11 th , or 12 th grade		
Application is complete by deadline		
Participated in a JACV program while in HS		
Parent/Guardian Agreement		
Student Agreement		
Video is between 1-3 minutes long		
Video submitted by deadline		

SECTION 2- Judged

	Poor	Below Average	Good	Excellent	Score
<p>Program Description (13%): Assume the judges have no knowledge about the program that you participated in. Describe your experience in a JA program, including how a volunteer played a role (if applicable).</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Does not mention a JA program <input type="checkbox"/> Describes an experience that isn't a JA program <input type="checkbox"/> Mentions a JA program by name without giving any details about the experience 	<ul style="list-style-type: none"> <input type="checkbox"/> At least briefly mentions the name and content of a JA program <input type="checkbox"/> Description is too vague, incomplete, or meandering to clearly contextualize their experience 	<ul style="list-style-type: none"> <input type="checkbox"/> Includes enough to understand their experience in a JA program, but may include a few extra details or leave out an important detail <input type="checkbox"/> Names the JA program <input type="checkbox"/> May mention a volunteer component (if applicable) 	<ul style="list-style-type: none"> <input type="checkbox"/> Includes a well-composed overview of the program: <ul style="list-style-type: none"> <input type="checkbox"/> names the program <input type="checkbox"/> provides context for the rest of the video <input type="checkbox"/> shares relevant details about activities completed <input type="checkbox"/> describes how the volunteer(s) added value to their experience (if applicable) 	
	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	
<p>Favorite Part (13%): What was the most memorable part and why?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Does not identify a specific part of the program as most memorable 	<ul style="list-style-type: none"> <input type="checkbox"/> Mentions a memorable part of the program <input type="checkbox"/> Includes little to no explanation as to why it's their favorite 	<ul style="list-style-type: none"> <input type="checkbox"/> Describes their most memorable moment <input type="checkbox"/> Includes some explanation as to why it's their favorite 	<ul style="list-style-type: none"> <input type="checkbox"/> Aptly describes their most memorable moment with an appropriate amount of detail to understand what happened <input type="checkbox"/> Clearly explains why that portion stood out to them personally <input type="checkbox"/> Connects to impact 	
	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	
<p>Program Impact (40%): How have you already and/or how will you apply what you learned in a JA program to your life moving forward, especially as it relates to financial literacy, work readiness, and/or entrepreneurship?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Does not mention impact of JA program on their life/future 	<ul style="list-style-type: none"> <input type="checkbox"/> Includes at least one example of a lesson learned and how it could impact their life/future <input type="checkbox"/> The lesson and/or application may be vague, incomplete, or otherwise unclear 	<ul style="list-style-type: none"> <input type="checkbox"/> Includes at least one concrete example of a lesson learned, and <input type="checkbox"/> Clearly applies a JA lesson to their life/future <input type="checkbox"/> May lack evidence or passion or sound perfunctory 	<ul style="list-style-type: none"> <input type="checkbox"/> Includes at least one concrete example of a lesson learned <input type="checkbox"/> Clearly applies their participation in a JA program to a genuine change in behavior or mindset about their life/future <input type="checkbox"/> Uses a story or specific details to demonstrate that they have already made a change in their lives or taught someone else a JA lesson <input type="checkbox"/> Student is demonstrably and authentically affected by their experience 	
	<input type="checkbox"/> 1	<input type="checkbox"/> 6	<input type="checkbox"/> 9	<input type="checkbox"/> 12	
<p>Presentation (33%): Technical Voice* and Environment</p> <p><i>Do not include items outside of student control.</i></p> <p>*If using ASL, disregard any criteria related to speaking.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Reads script without eye contact <input type="checkbox"/> Stilted, flat, and/or confusing presentation style <input type="checkbox"/> Does not engage audience <input type="checkbox"/> Mumbles and/or speaks too quietly <input type="checkbox"/> Uses profanity <input type="checkbox"/> May have several distractions in background <input type="checkbox"/> This student could benefit from a substantial amount of public speaking coaching 	<ul style="list-style-type: none"> <input type="checkbox"/> May read script but occasionally looks at camera <input type="checkbox"/> Presentation seems unnatural, meandering, or somewhat confusing <input type="checkbox"/> Minimally engages audience <input type="checkbox"/> Includes only one of these: <ul style="list-style-type: none"> <input type="checkbox"/> clear voice <input type="checkbox"/> appropriate volume <input type="checkbox"/> dynamic vocal expression <input type="checkbox"/> May have some distractions in background <input type="checkbox"/> This student could benefit from a lot of public speaking coaching 	<ul style="list-style-type: none"> <input type="checkbox"/> Presentation is mostly engaging and coherent <input type="checkbox"/> May have moments that seem less smooth, meandering, unnatural, or somewhat confusing; <input type="checkbox"/> Includes two of these but not all three: <ul style="list-style-type: none"> <input type="checkbox"/> clear voice <input type="checkbox"/> appropriate volume <input type="checkbox"/> dynamic vocal expression <input type="checkbox"/> May have minor distractions in background <input type="checkbox"/> This student could benefit from some public speaking coaching 	<ul style="list-style-type: none"> <input type="checkbox"/> Presenter shares responses without reading prepared answers directly from a script, or if using a script, student references it, but spends the majority of the time looking at the camera; <input type="checkbox"/> Presentation is natural, engaging, coherent, and authentic <input type="checkbox"/> Includes all of these: <ul style="list-style-type: none"> <input type="checkbox"/> clear voice <input type="checkbox"/> appropriate volume <input type="checkbox"/> dynamic vocal expression that emphasizes key messages <input type="checkbox"/> Minimal or no background distractions <input type="checkbox"/> This student could benefit from minimal public speaking coaching, if any. 	
	<input type="checkbox"/> 1	<input type="checkbox"/> 4	<input type="checkbox"/> 7	<input type="checkbox"/> 10	

Total