Thanks for participating in the WEBINAR!

GET READY :

1. Please take a moment to check your sound!

Click Tools, Audio, Audio Wizard, and go through steps for sound check!

2. Reset your Screen Layout

Click View, Restore Default Layout

3. Sign in the CHAT box

Type your name and school for attendance documentation!

Dr. John D. Barge, State School Superintendent
"Making Education Work for All Georgians"

Finance

Business Management & Administration

Information Technology

Middle School Mondays

A Webinar Series for Middle School Business Teachers

Brought to you by

GA DOE

Misty Freeman

and Keri Beth Jones

Agenda for Today:

- FBLA Overview
- FBLA State Projects
- Creating Exciting Presentations
- Update on New Year's Resolutions
- Upcoming Events

Are you an FBLA adviser?

- If not, why not?
- If YES, tell us your favorite part of FBLA…

FBLA 101

School and Community Service

March of Dimes
Saving babies, together

Drives

Crafts

Fundraising

LEADERSHIP

Connecting Chapter Activities

GET INVOLVED

Officer Team

Chapter Meetings

Chapter Point System

REGION & STATE COMPETITIONS

Laughter

MEMBER RECRUITMENT

EXPERIENCES

social activities

Learn

Middle Level Achievement Program

friendships

HIGH 5 Leadership

CONFERENCES

CO-CURRICULAR ORGANIZATION

STATE PROJECTS:
YOU'RE HIRED, NOW WHAT?
CAN YOU HEAR ME NOW?

FBLA State Projects

- You're Hired, Now What?
- Can You Hear Me Now?
- Real World
- Dollar ene
- Main Street FBLA
- Life is a Highway
- PEACH Project
- Savvy Surfing
- Venture IN
- Georgia Youth Saves

Presentations

- How do you teach your students about presentations?
- Do you think that we are teaching them what they need to know for the real world?

A *Working Resource* for CC & College and Career Readiness

(with Anchor Standards)

With a Focus on…

Language
Reading
Writing
Listening and Speaking

Compiled by Brian K. Felker

First, we need to discuss…

…Vocabulary

Why looking it up in the dictionary doesn't work:

- Kids copy the shortest definition.
- The kids don't think about the context of how the word is being used to decide what definition to use.
- Kids don't internalize a meaning during the reading of the words they looked up in the dictionary.
- The definition can be inaccurate for geographic location.
- The dictionary definition may not be understandable if applied literally. The sum of the parts do not equal the whole.
- Definition does not contain enough information to allow someone to use the word correctly.

Problems with dictionary definitions...

- Dictionary definitions must be brief due to space restrictions. The brevity of many dictionary definitions leaves too much assumed, and young learners often make incorrect assumptions or are unable to put the ideas together at all.
- Dictionary definitions are so often unhelpful due to the format.
- There are four characteristics features of definitions that get in the way of understanding word meanings:
    1. Weak Differentiation – the definition does not differentiate how the target word is different from other similar words, how it is a specific case of a more general idea.
    2. Vague language – definitions provide little information.
    3. More Likely Interpretation – A young learner may interpret the definition incorrectly.
    4. Multiple pieces of information – dictionary doesn't explain how the separate pieces relate to build an understanding of the word.

Marzano's 8 Guidelines for Vocabulary Instruction

Marzano lists eight research-based guidelines for teachers implementing direct vocabulary instruction in his books Building Background Knowledge and Building Academic Vocabulary:

1. Effective vocabulary instruction does not rely on definitions alone. Words should be written in a conversational manner rather than in the more formal dictionary format. If prior exposures to or experiences with a word are lacking, teachers can build the background knowledge through field trips, videos, guest speakers, stories, or current events.
2. Students must represent their knowledge of words in linguistic and/or nonlinguistic ways. Students can draw a picture, create a symbol, or dramatize the word.
3. Effective vocabulary instruction involves the gradual shaping of word meanings through multiple exposures. These include comparing and contrasting, classifying, and creating metaphors and analogies.
4. Teaching word parts (prefixes, root words, suffixes) enhances student understanding of the word.
5. Different types of words require different types of instruction.
6. Students should discuss the terms they are learning through cooperative learning activities.
7. Students should play with words using challenging and engaging vocabulary games Instruction should focus on terms that have a high probability of enhancing academic success.
8. Level 1 words are concrete and easy to identify with little or no instruction. Level 2 words appear in text so infrequently that the possibility of learning them in context is slim. Level 3 words are specific to a particular content area. Marzano recommends teaching words in Level 3 (content-related words) rather than those that are seldom encountered during reading.

***Brain Rules*: John Medina**

Rule #10: Vision trumps all other senses.

- We are incredible at remembering pictures. Hear a piece of information, and three days later you'll remember 10% of it. ***Add a picture and you'll remember 65%.***
- Pictures beat text as well, in part because reading is so inefficient for us. Our brain sees words as lots of tiny pictures, and we have to identify certain features in the letters to be able to read them. That takes time.
- Why is vision such a big deal to us? Perhaps because it's how we've always apprehended major threats, food supplies and reproductive opportunity.
- ***Toss your PowerPoint presentations***. It's text-based (nearly 40 words per slide), with six hierarchical levels of chapters and subheads—all words. Professionals everywhere need to know about the incredible inefficiency of text-based information and the *incredible effects of images*. Burn your current PowerPoint presentations and make new ones--- with ***LOTS OF PICTURES!***

Jesse Desjardins

3rd

Head of Social Media at Tourism Australia

Sydney Area, Australia | Leisure, Travel & Tourism

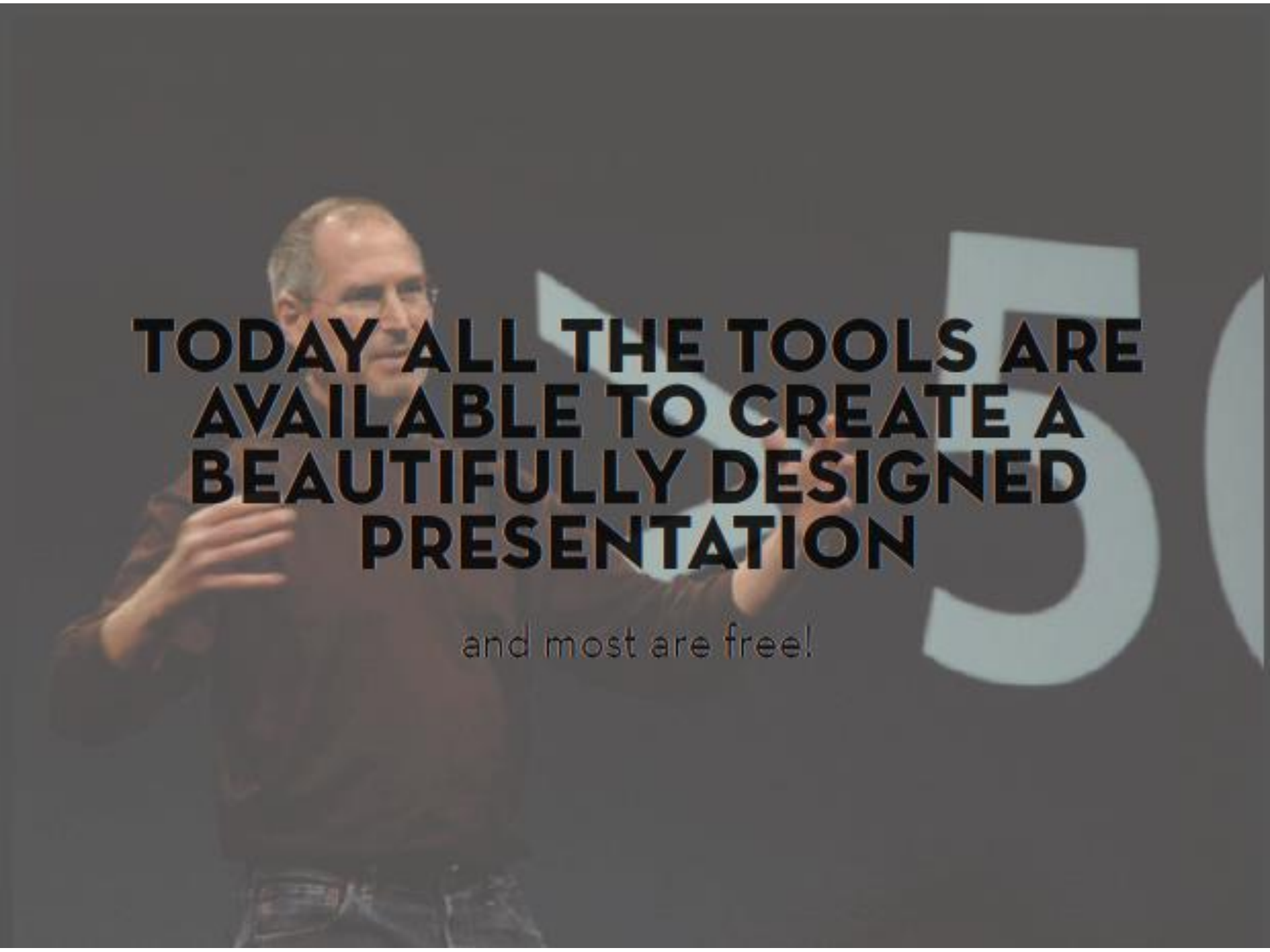
Current	Tourism Australia
Previous	Powered by C3 / SelectNY.Paris, Global Gossip, NewInformation! Inc.
Education	Berlin School of Creative Leadership

Connect | Send Jesse InMail

500+ connections

DEATH BY
POWERPOINT
Right now, someone out there is actually
dying from a boring presentation,
hopefully it's not yours.

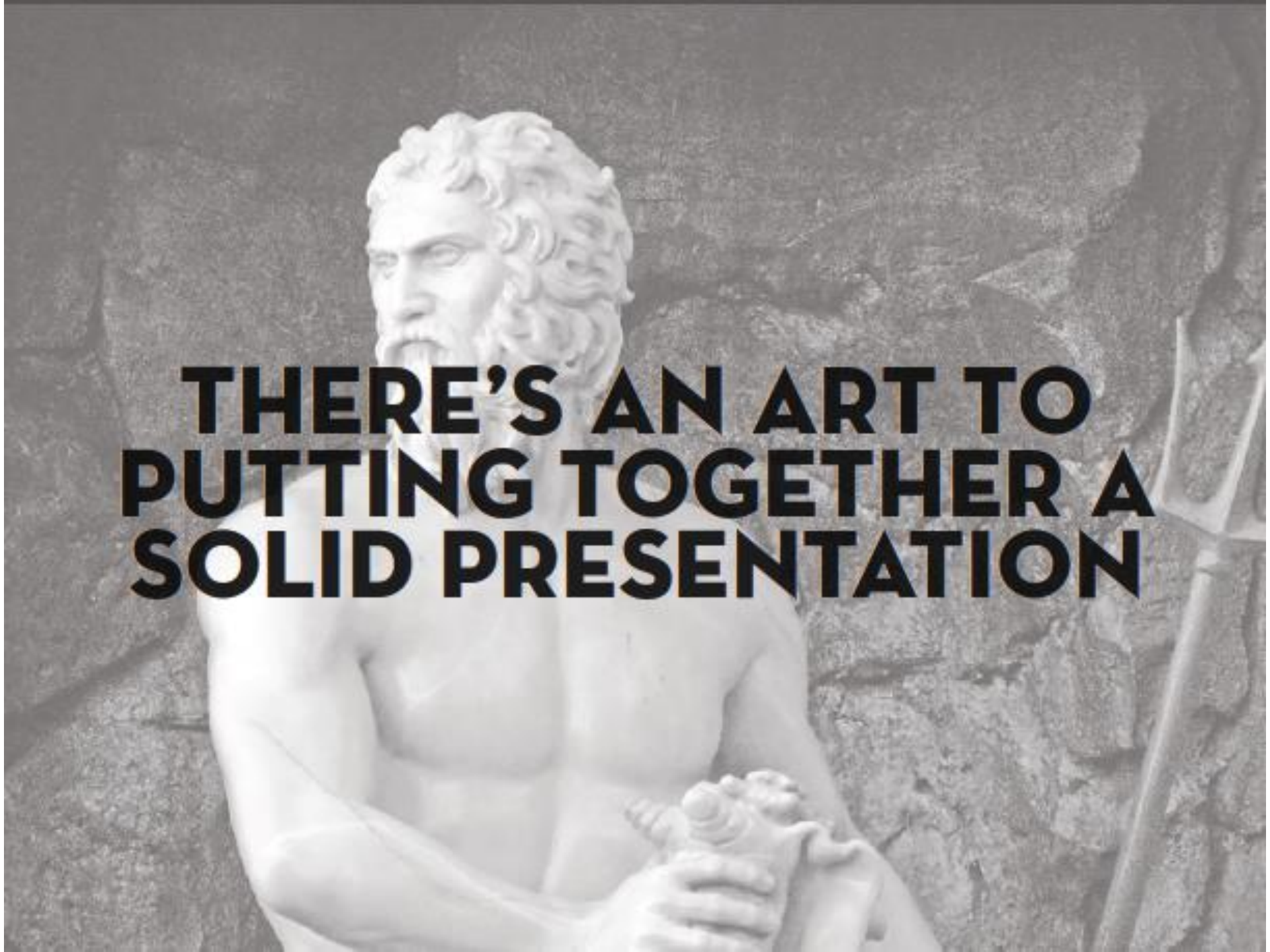
YOUR PRESENTATION SHOULD
MOVE & INSPIRE PEOPLE
Don't bore your audience, Gore them!


TODAY ALL THE TOOLS ARE AVAILABLE TO CREATE A BEAUTIFULLY DESIGNED PRESENTATION
and most are free!

SO PLEASE, LETS STOP DESIGNING
PRESENTATIONS LIKE ITS
1999

Standard templates
(like the ones found in Powerpoint)
are **ugly** and don't communicate, they **kill!**

You can do better!

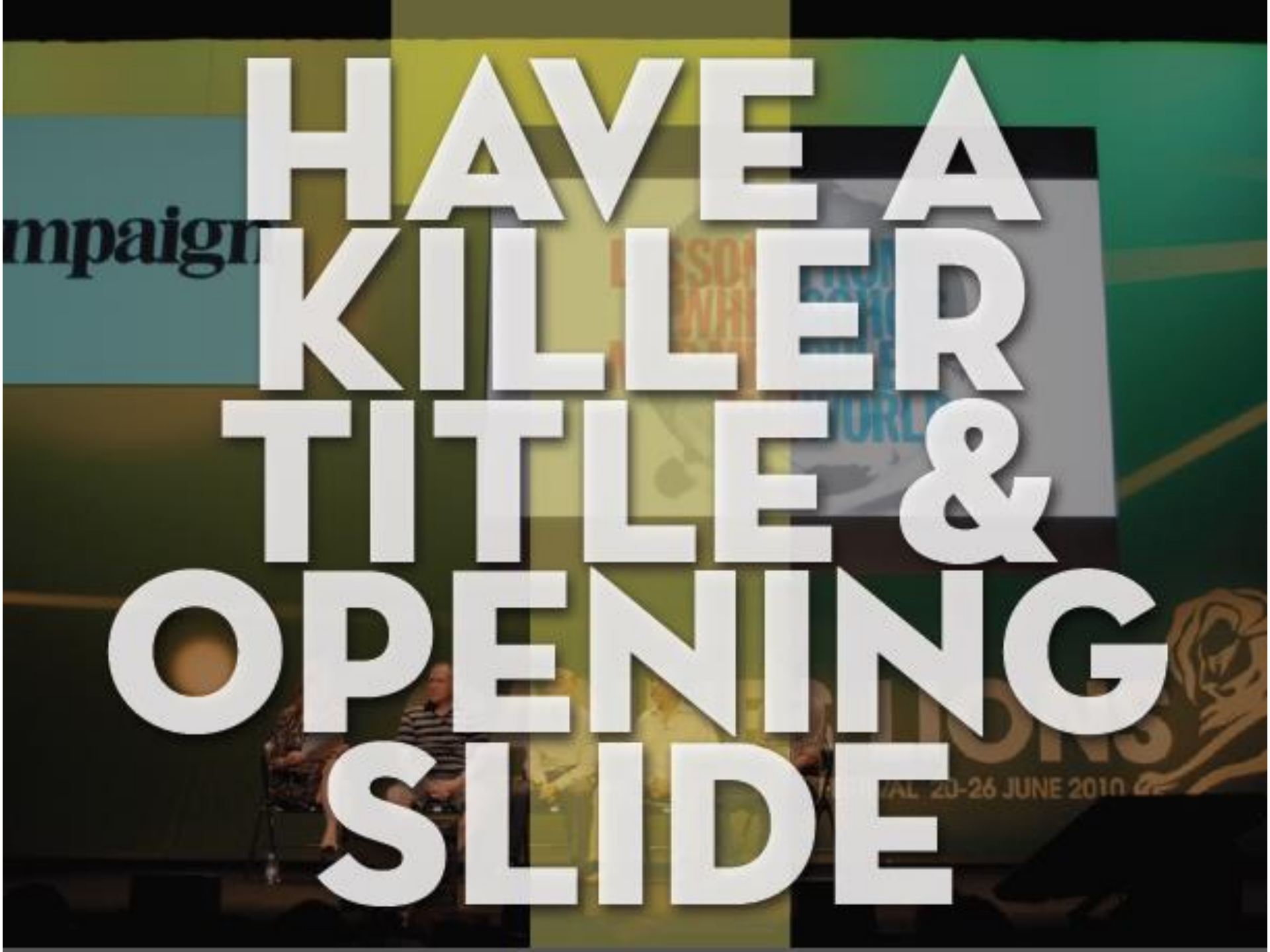

THERE'S AN ART TO
PUTTING TOGETHER A
SOLID PRESENTATION

The “art” is setting yourself apart.

This means many things, but what i’m talking about is design.

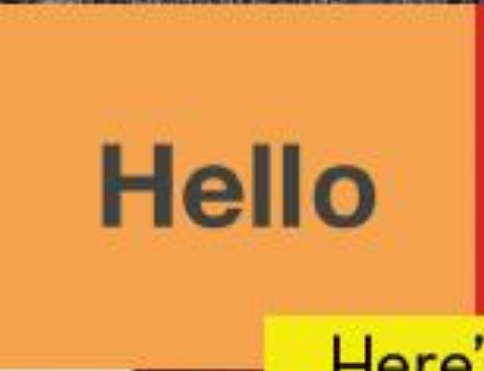
This presentation isn’t about public speaking skills, it’s about designing great looking slides that will knock the socks off your audience and most importantly move and inspire people to action.

Follow me and i’ll show you how to design like a superstar.


HAVE A
KILLER
TITLE &
OPENING
SLIDE

Don’t be afraid to have a bold title that will grab people's attention.

At most conferences you can almost tell which presentations are going to suck even before they start.



Here's some opening slides that don't suck

If you're uploading your presentation online a visually stunning opening slide is everything.

Just like a book people will judge your presentation by its cover, so make sure its an awesome one that will get clicked on.

USE A
COLOR
SCHEME

In this presentation I wanted to use the same font and colors from EasyJet.

So, I Google'd:

Easyjet font & color

(I know, crazy huh?)

The result was a low cost airline feel throughout the entire presentation.

Cut Costs The Low Cost Airline Way

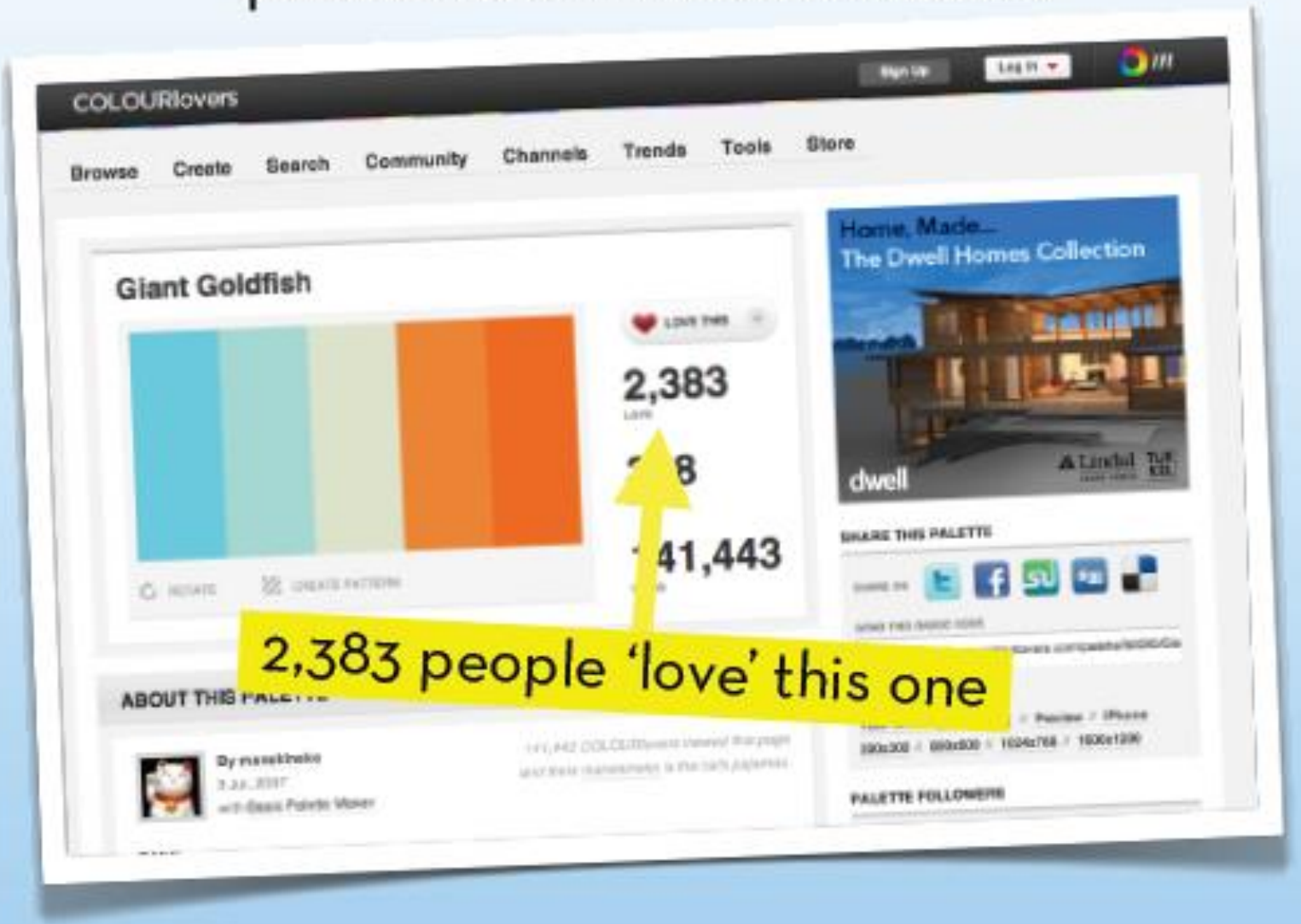
Then, by flying to secondary, less congested airports they cut costs further, but also became the most punctual airlines in the world.

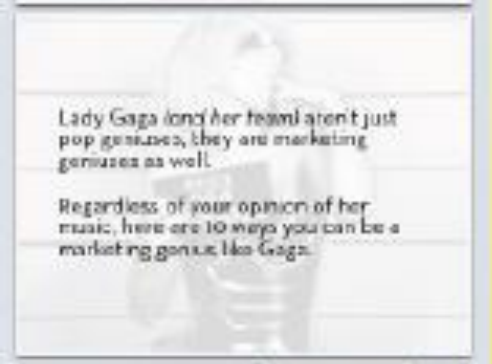
By the early 2000s, low cost airlines had captured the entire marketing budget of some tourist boards.

$$$
$$$
$$$

Why spend money on marketing when government will do it for you?

An easy way to find a great looking color scheme is to pick a popular palette on COLORlovers.com





Or use colors found in popular websites or magazines.

For this presentation I wanted to give a gossip magazine feel.

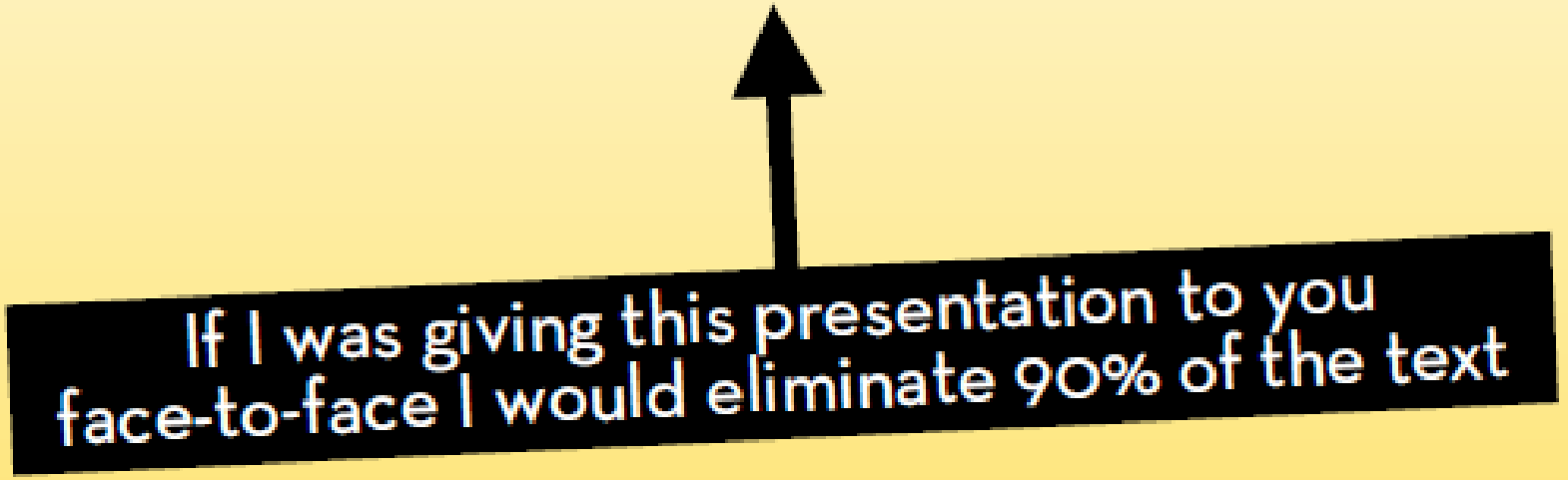
USE
STUNNING
IMAGES

Your audience reads your slides
faster than you talk.

Never, ever, ever put word-for-word what you are saying, instead use strong visuals to help add to your story and not give it away before it comes out of your mouth.

Your audience reads your slides
faster than you talk.

Never, ever, ever put word-for-word what
you are saying, instead use strong visuals to
help add to your story and not give it away
before it comes out of your mouth.



When someone puts all their text in their presentation I say to myself:

"DUDE?! WHAT'S THE POINT OF BEING HERE?! JUST EMAIL ME YOUR SLIDES AND I'LL READ IT ON MY OWN TIME WITHOUT YOU."

Rehearse and use images to remind you of each point.

"The idea for the Gutenberg press came about by... "

"Let me tell you about how my 3-year old child is using an iPhone..."

"As part of our staff we actually have 1 ex-clown..."

*It takes a little bit of practice but this alone will make your presentation 100% better (that's a fact).

THERE ARE 4 TYPES OF IMAGES YOU CAN USE:

YOUR OWN	ROYALTY FREE (PAID)	CREATIVE COMMONS (FREE*)	SCREENSHOTS

*with conditions

WHERE TO FIND THEM:

YOUR OWN

Time consuming, but gives your slides a nice touch. I like full screen width photos.

WHAT IT LOOKS LIKE:

ROYALTY FREE (PAID)

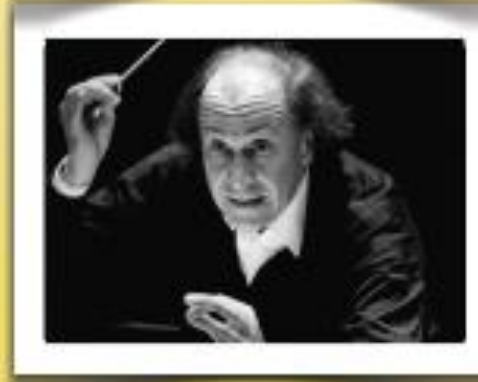
iStockphoto.com. For a few $$ get professional photos or illustrations that you can use without having to pay royalties.

Perfect for a cohesive professional look.

CREATIVE COMMONS (FREE)

Flickr.com. Best place to look for Creative Commons images.

All you need to do is add a proper credit to your presentation.



USE SCREENSHOTS TO HIGHLIGHT IMPORTANT AREAS

SCREEN-SHOTS

Skitch.com it's a free tool for taking screenshots and add little things like arrows to it.

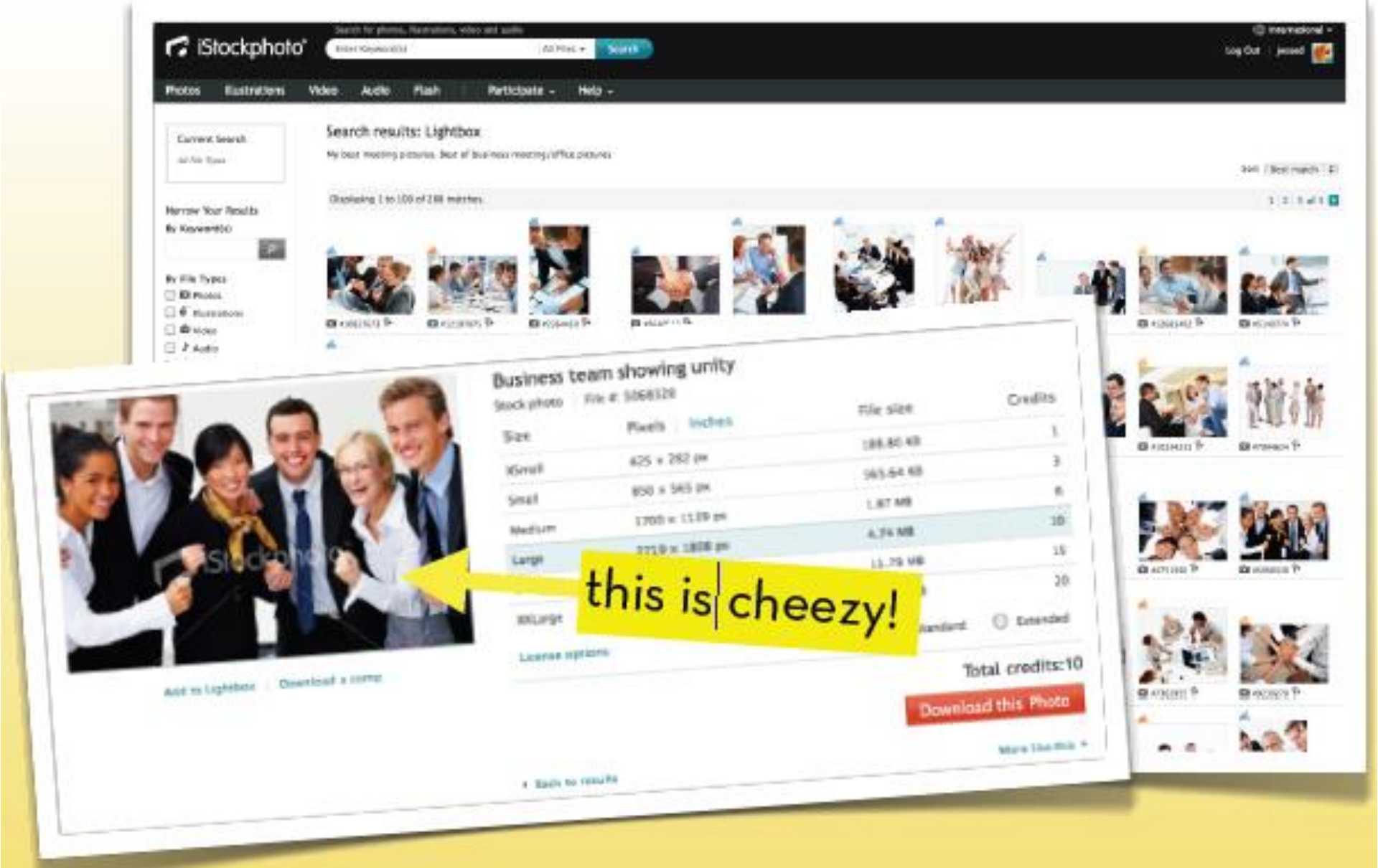
Its dead simple to use. I use it 30+ times a day (no joke).

THERE ARE 2 WAYS TO ADD CREDITS:

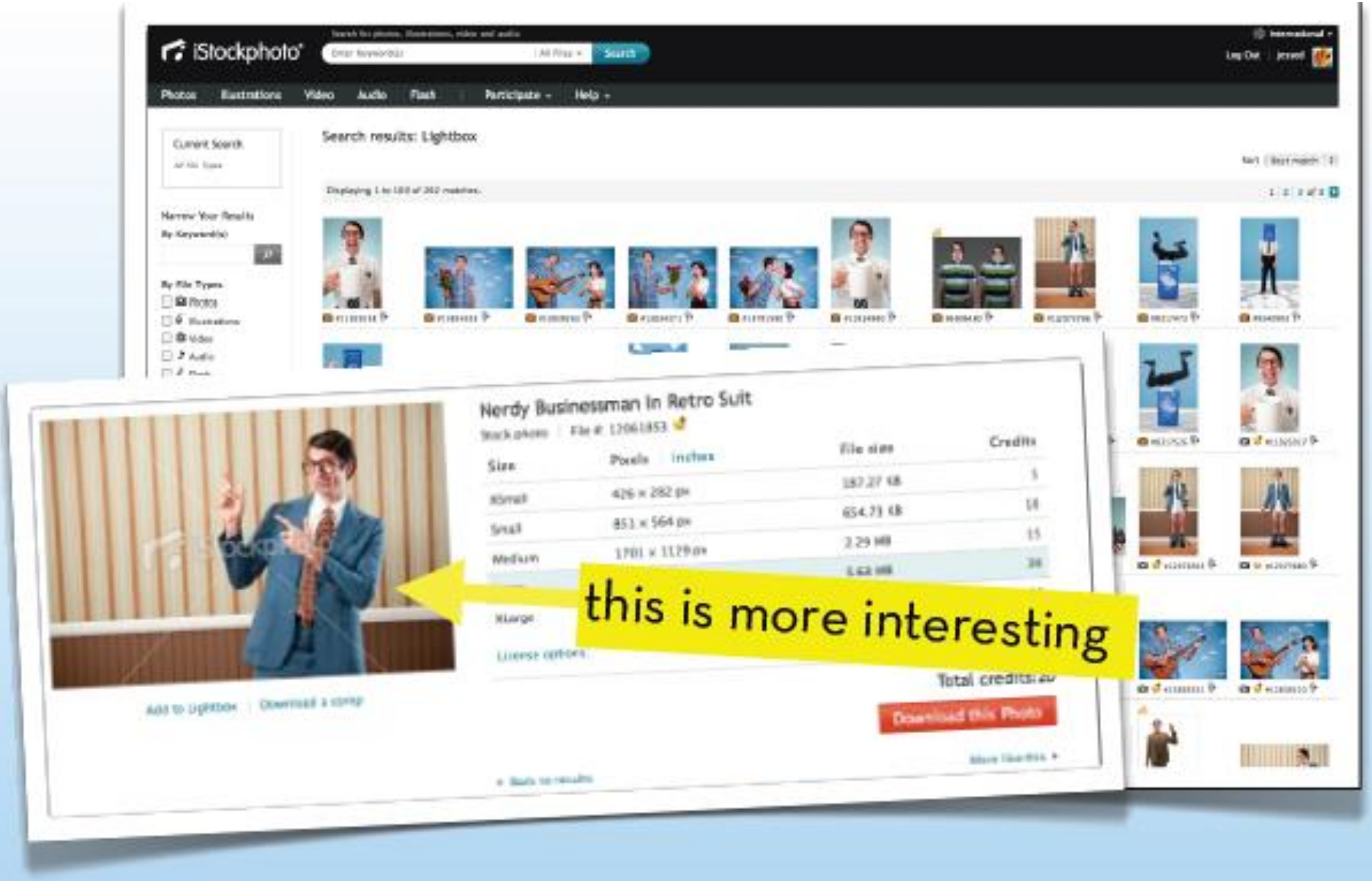
bottom of image

last slide

A QUICK WORD
ON PICKING
PHOTOS



SERIOUSLY DUDE,
NOBODY'S OFFICE LOOKS LIKE THAT.
(unless you work in an office of cheezy models)



UNEXPECTED, VISUALLY INTERESTING PHOTOS ARE FUN & GIVES ENERGY TO YOUR STORY.

GRAPHS ARE OK, BUT REMEMBER:

It's not just about the number,
it's about what the numbers mean

GET
YOUR
TEXT
RIGHT

KEEP IT
SIMPLE
(LESS IS MORE)

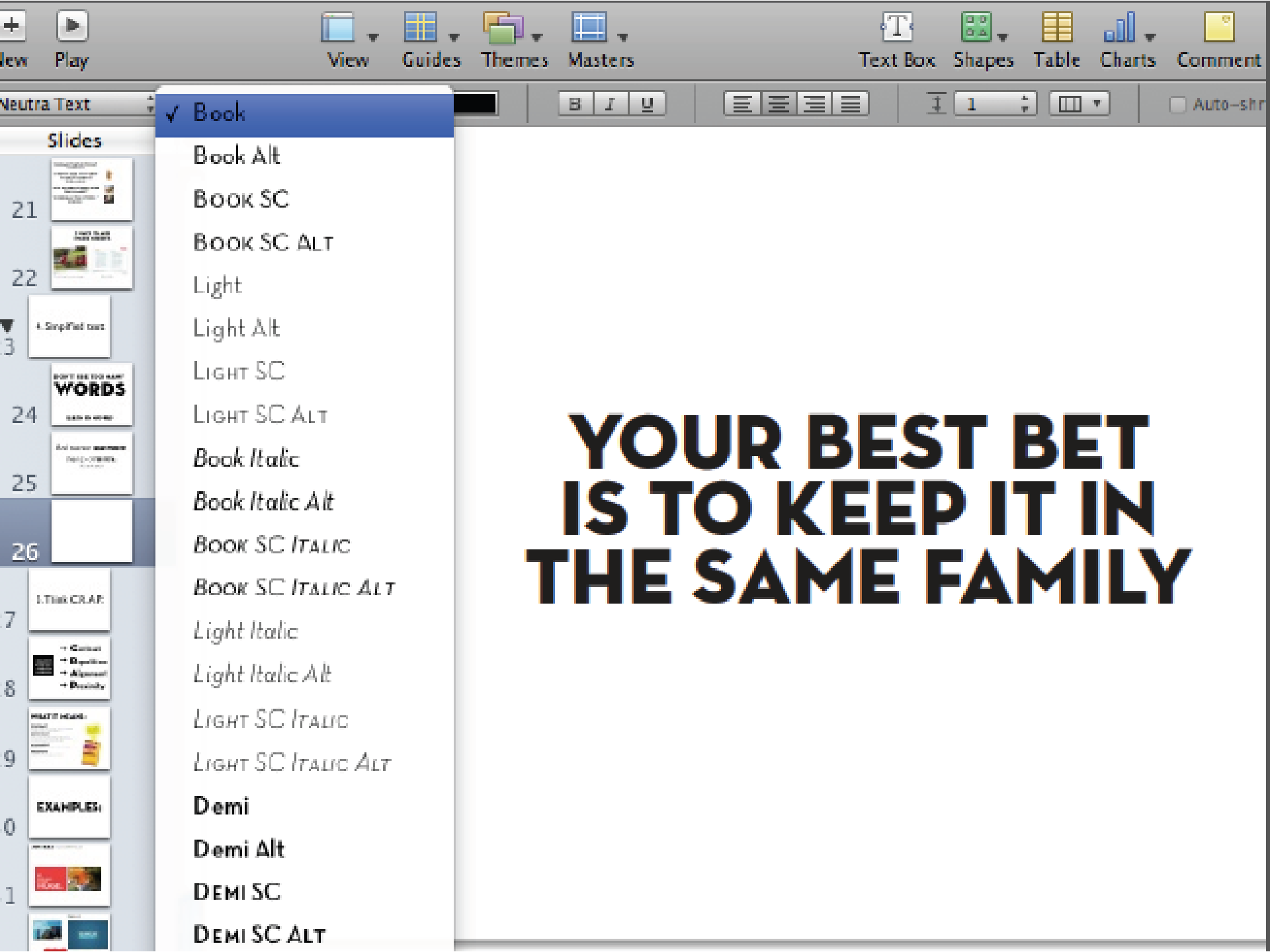
ARE YOU GIVING A DOCUMENT
OR A PRESENTATION?

75+ WORDS/SLIDE
= DOCUMENT

@NANCYDUARTE

FEW THINGS ABOUT FONTS:

never **use more**
than 2–3 **styles.**
(it's not cute)


New
Play
View
Guides
Themes
Masters
Text Box
Shapes
Table
Charts
Comment
Neutra Text
Slides
21
22
3
24
25
26
7
8
9
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✓ Book
Book Alt
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Demi SC Alt
YOUR BEST BET
IS TO KEEP IT IN
THE SAME FAMILY

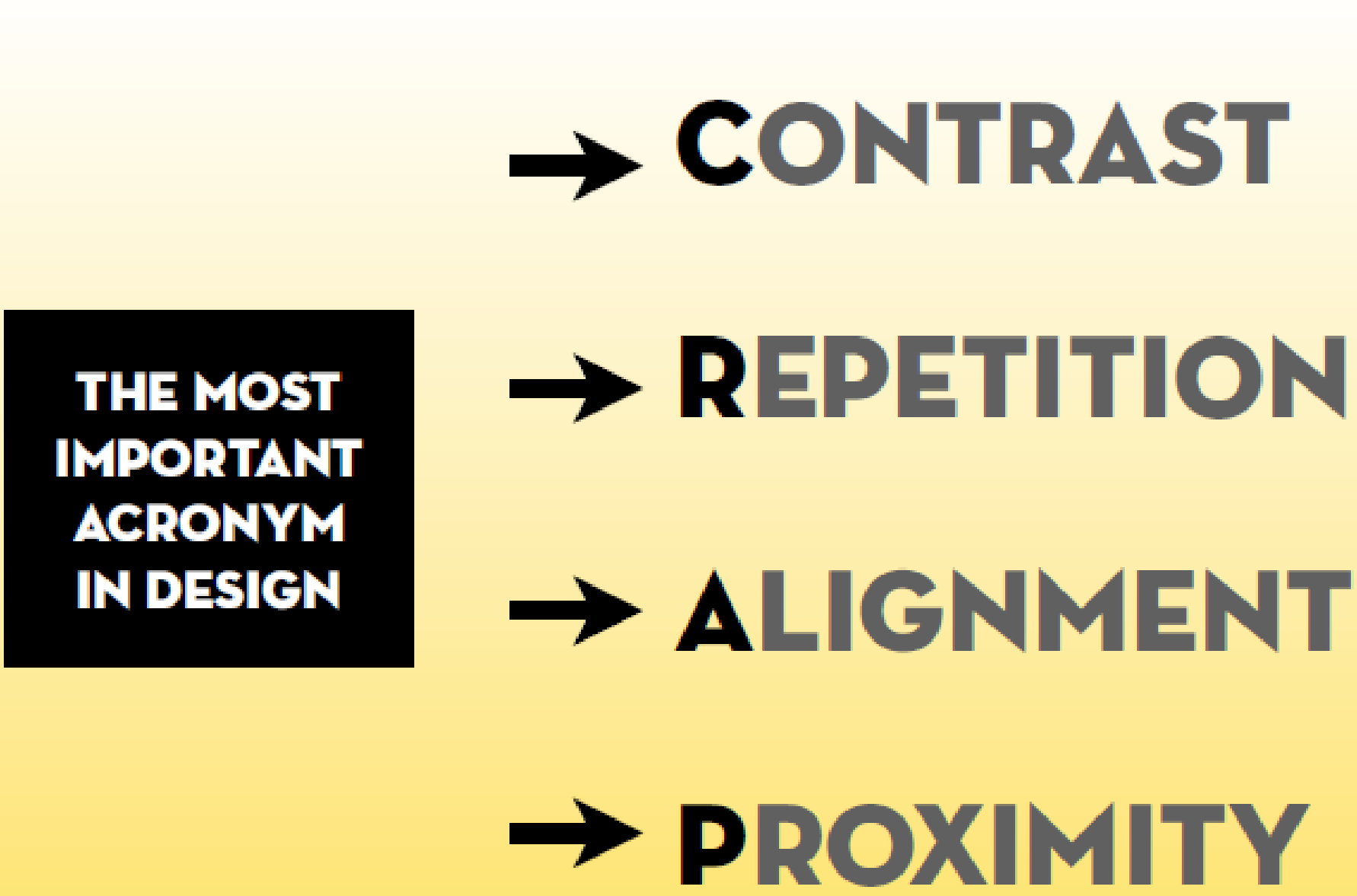
BLINKING,
SPARKLING OR
TWIRLING TEXT IS
JUST NOT COOL

BUT ADDING A SLIGHT
ROTATION TO TEXT OR IMAGES
MAKES YOUR SLIDES A LITTLE MORE

INTERESTING

but go easy tiger,
don't overdo it.

USE
C.R.A.P.


THE MOST IMPORTANT ACRONYM IN DESIGN
CONTRAST
REPETITION
ALIGNMENT
PROXIMITY

WHAT IT MEANS:

CONTRAST

Text and images that are all the same size and style is extremely boring and not communicative. Add some contrast to make it interesting.

REPETITION

Repeat colors, fonts and images throughout your presentation for a cohesive feel (remember color mix?). Each new topic slide should have related styles so that your audience knows you are moving onto a new point.

ALIGNMENT

Text and images on each slide should be visually connected. Nothing should be out of place.

PROXIMITY

Related elements should be grouped together

*First coined by Robin Williams (no not that one)

USE
VIDEO
PRES OBAMA CRITICIZING

VIDEOS ARE COOL

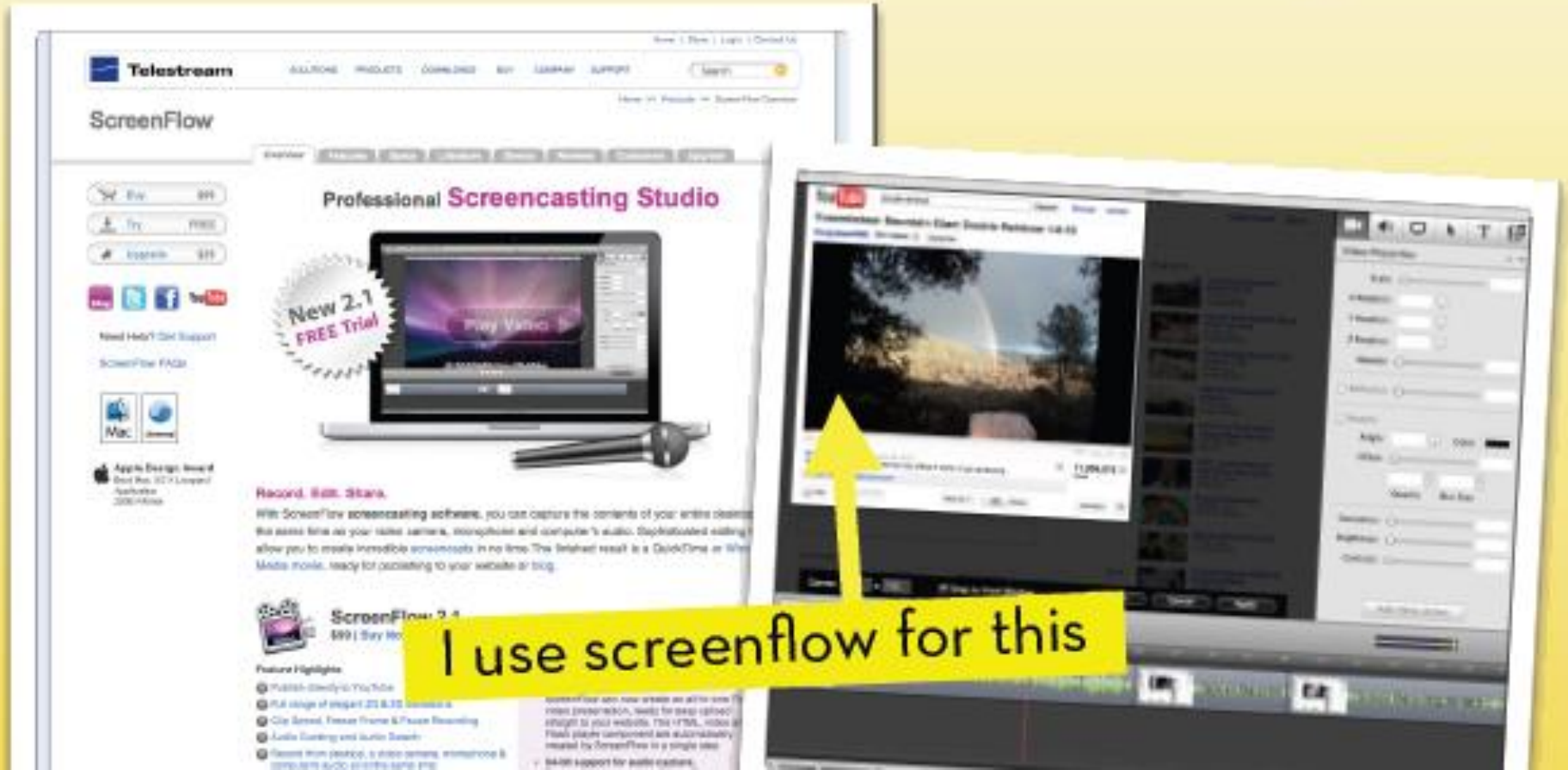
But keep it short, simple & relevant.

2-3 min is good, 30 seconds is best.

AND SAVE YOURSELF
FROM THE AWKWARD
SILENCE AND ALWAYS
PRELOAD YOUR VIDEOS.
I don't work here

To avoid waiting for videos to load I like to record a YouTube clip and edit it down to only the bits I want to show and then I embed in my slides.

Works 100% of the time with no waiting!



SHARE
YOUR
WORK

AFRAID OF SOMEONE
'STEALING' YOUR
PRESENTATION?

Unless you're dealing with top secret stuff don't be.

If you use the methods you just learned the only person able to give your presentation should be you.

Using things like images instead of text refreshes the memory of someone who was at your talk but means nothing to someone who wasn't.

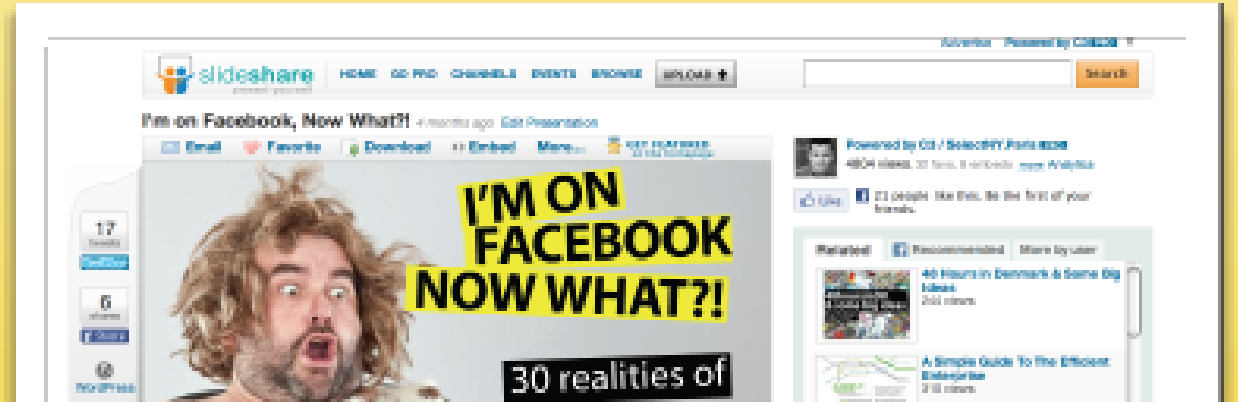
SET YOUR
IDEAS FREE
(YOU'LL GET MORE IN RETURN)

3 months ago I gave a 90-min talk in Australia to some very nice people in the tourism industry.

One speaker told me it was crazy to upload my entire slides to SlideShare because surely I was going to get ripped off.

There were only 100 people in the room, but today more than 8500 people have seen that same presentation online.

I got lots of feedback from people all around the world who said they got lots out of it and who also suggested new material which made my future presentations even better.



ALWAYS
RECAP

IF YOU LEAVE WITH ONLY ONE SLIDE FROM THIS PRESENTATION IT SHOULD BE THIS ONE:

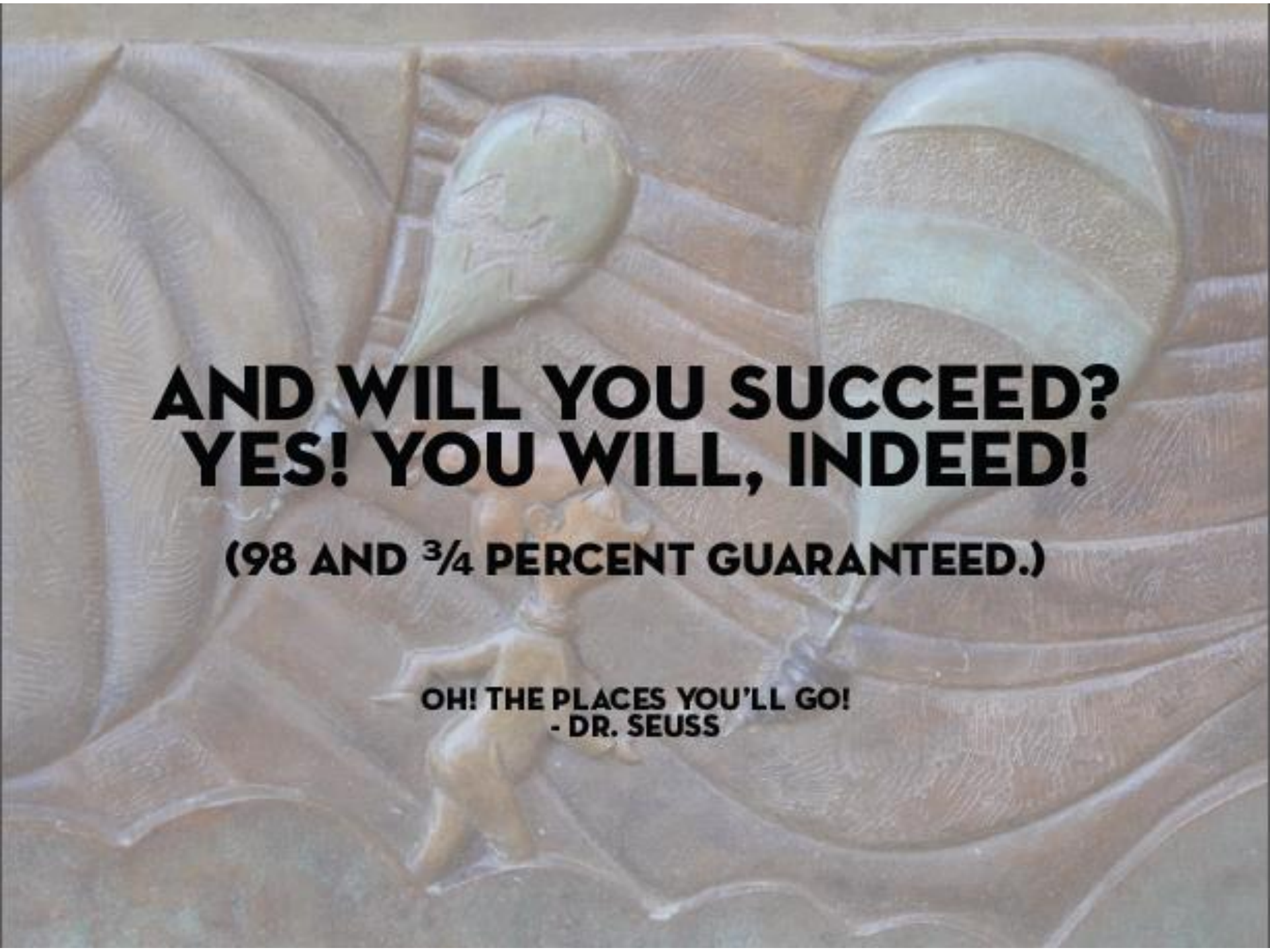
STEAL THIS PRESENTATION:

1. HAVE A KILLER OPENING SLIDE
2. USE A COLOR SCHEME
3. USE STUNNING VISUALS
4. GET YOUR TEXT RIGHT
5. USE CRAP
6. USE VIDEO
7. SHARE YOUR WORK
8. RECAP

Slides
Book Alt
Book SC
Book SC Alt
Light
Light Alt
Book Italic
Book Italic Alt
Book SC Italic Alt
Light Italic
Light Italic Alt
Light SC Italic
Light SC Italic Alt
Demi
WORDS
THESE ARE SIMPLY 8 QUICK DESIGN TIPS THAT HAVE WORKED FOR ME

BUT THERE ARE MANY
WAYS TO GIVE A GREAT
PRESENTATION

AND WITH SOME PRACTICE
AND A LITTLE HARD
WORK YOU TOO WILL FIND
YOUR OWN WAY TO
MOVE & INSPIRE PEOPLE
TED


AND WILL YOU SUCCEED?
YES! YOU WILL, INDEED!
(98 AND ¾ PERCENT GUARANTEED.)
OH! THE PLACES YOU'LL GO!
- DR. SEUSS

CREDITS:

MADE USING KEYNOTE TOTAL COST = $0

PHOTOS:

1. FLICKR/ONE MORE NIGHT AT THE CLUB/IRINA SOUIKI
2. FLICKR/GOOD NEWS...AND BAD NEWS/SHIRA GOLDING
2.FLICKR/STEVE JOBS/DFARBER
3.FLICKR/AUDIENCE/KURAFIRE
5. FLICKR/NEPTUNE STATUE/FRAOCHSIDHE
9. CANNES LIONS 2010/JESSEDEE
13. FLICKR/SKITTLES/DAVIDJMARLAND
17. FLICKR/EXTREMELY LOUD AND INCREDIBLY CLOSE/MATT.HINTSA
17. CANNES LIONS 2010/JESSEDEE
25. FLICKR//BERT AND ERNIE/SEE-MING LEE
28.FLICKR/VUITON CHAMPS ELYSEES SHOP/LITTLE_GRIZZLY
28.FLICKR/ GOT BEER?/A4GPA
31. FLICKR/CAN YOU READ THIS, LUKE SKYWALKER?/STEFAN
38. FLICKR/TOILET TRAINED/ANDA74
49.FLICKR/PRESENTATION/ EGGPLANT
52. FLICKR/NEW YORK SUNSET/JERRYFERGUSONPHOTOGRAPHY
54. FLICKR/DOMO ASUSTA A DANBO/GVICIANO
58. FLICKR/FUSSEL REVIEWING/FAUSTENATOR
62- FLICKR/EXIT SIGN IN THE COMMONWEALTH/JOEYBALTIMORE
65. FLICKR/STEVE JOBS KEYNOTE/ACABEN
62. FLICKR/JAY-Z/RICHIE PREISS

WEBSITES:

ISTOCKPHOTO.COM
COLORLOVERS.COM
SKITCH.COM
SCREENFLOW.COM
FLICKR.COM
NOTEANDPOINT.COM
SLIDESHARE.NET

THANKS:

Alex G. for sitting across from me and swearing so loud every day at Powerpoint, you've inspired me to create this preso. Pete O., for letting me be your sidekick, you're a legend. Dean J., for letting me steal your headline styles, they seem to work really well. Elizabeth G. you thought me all the CRAP I needed to know when I was a young little brat. ATEC crew, you're all such an amazing bunch of people, how lucky was I to come to Australia as a backpacker and end up working in such an amazing part of the world for 4 years, thanks for your all support. To the people out there sharing this stuff on Facebook and Twitter, thank you! I wish i could invite you over for dinner one night. And to Mum & Dad, cause they're just the best.

New Year's Resolutions?

- How are your new year's resolutions going?
- Most people said they wanted to start using
  - EDMODO
  - EVER-FI
  - GOOGLE DOCS

Just in case you missed something…

- All resources shared are linked here: http://www.mbmscareers.com/
- Click on Resources for BCS Teachers
  - Links to anything and everything I could think of to share with you!
    - MSBCS Webinar Presentations
    - Dropbox Folders
    - Livebinders
    - Other presentations, etc.

Thank you for your attendance today!

- I will send out the .pdf of this presentation to all of you.
- Let me know if you need anything before our next session!
  - kjones@oconeeschools.org
  - keribethjones@gmail.com
- Next Session is March 3rd!