

Armstrong Speech & Essay Guidelines

Grading

Grading the essays and speeches is not easy. The essay and speech have critique forms that will be used to evaluate them. A simplified form has been created to explain the scoring system. This has just been done for the speech but it works the same for the essay. There are 4 colors of X's representing how 4 different individuals (fictitious) did. You will also notice grade equivalents. C is generally given for average or satisfactory work. On the critique form satisfactory work, that is average/ C, does not earn points. And just meeting a performance objective doesn't either.

You will also notice that in the speeches style and presentation are worth double the points and in the essay mechanics and organization are worth double the points. According to the guidelines if either of the categories worth double points is marginal the essay or speech does not meet promotion standards. To earn points your work must be excellent enough to earn at least 1 point overall as well as doing satisfactorily in the required areas. Of the four sample cadets on the form only two earned points and met promotion requirements even though each speech was excellent or even outstanding in some area(s).

Clearly the objective in doing the speeches and essays is to have you learn how to be part of the performance culture, doing more than the minimum. See the chart below from CAPP 52-12

Compliance Culture	Performance Culture
<ul style="list-style-type: none">➤ My job is to comply with the standard.➤ I am told what the standard is. If I am not told, I usually don't act.➤ When I am given a standard, the standard is my objective.➤ When I meet a standard, that's it.	<ul style="list-style-type: none">➤ My job is to optimize risk – to perform➤ I'm given a standard, but it's just a baseline. I use ORM to exceed it.➤ Standards are only a starting point.➤ Meeting a standard means little. I continuously improve.

By examining the critique forms you will gain an understanding of how you will be evaluated. Hopefully this information will assist you in knowing what is expected.

Submission and Presentation

1. The essay should be submitted prior to the speech being presented.
2. A rough draft of the essay can be submitted and feedback will be given on how to improve.
3. Essays should be submitted by e-mail to the DCC as a Word document.
4. Speeches should be scheduled 2 weeks in advance.
5. If you need audio visual materials such as a power point projector request it at least one week in advance.

Assignment

Essay & Speech Assignment - To complete Achievement 8, cadets must write a 300-500 word essay and present a 5 to 7 minute speech to the unit on one of the topics below.

- (a) Explain why America's aerospace power is vital to commerce, science or national security.
- (b) Describe leadership mistakes you have made or witnessed, and explain what you learned from them.
- (c) Explain the difference between followership and leadership.

Essay & Speech Pointers

1. Topics b and c do not have to relate to CAP.
2. Make use of audio visual materials for your speech. Power point or display boards are excellent ways to make your speech interesting.
3. Please remember that the speech is not simply a reading or memorization of your essay.
4. Your essay must be on the same topic as the speech. The content does not need to be completely different however it is expected that the essay will be more in depth than the speech. To clarify this. The essay should contain more information on the topic than you give in your speech. **The speech will contain some of the ideas expressed in your essay but not necessarily all of them.**
5. Facts should be verified and if possible footnoted or referenced in a Bibliography. Wikipedia is not a reliable source.
6. Current statistics or examples should be used when appropriate.
7. You will not be penalized for making your essay longer than 500 words or for your speech being longer than 7 minutes. However speeches cannot exceed 10 minutes due to time constraints. Generally a 5 minute speech correlates to 500-600 words. So if your speech is 10 minutes your essay will generally need to be at least 1,000 -1,200 words to cover the same topic effectively.
8. It is possible to write a well written essay or to give a speech that covers the specified topics in the recommended word/time limits. However it is more important that you develop your topic well. The content counts. Show how knowledgeable you are on the topic.
9. Essays and speeches should have:
 - o A thesis statement
 - o An introduction where you introduce thesis and the direction of your speech/essay.
 - o At least 3 paragraphs that support your thesis.
 - o A conclusion that restates the thesis and wraps it all together.
 - o The introduction and conclusion should each be no longer than one of the support paragraphs.
10. Both the speech and essay are formal presentations. Proper use of the English language is expected. Slang is not acceptable in either presentation.

Summary

Good communication skills are vital as you take on leadership roles within the squadron. While this may seem like a school assignment you will be thankful for these skills when you have SDAs to do in a few months as a cadet officer.