



## PERFORMANCE ASSESSMENT TEMPLATE

V5.27.14

1	<b>Project Title:</b> (Discipline - Course - Competency # - Title)	English 2 - 2346-Speaking: Real Estate Agent
2	<b>Purpose (General Task Description)</b>	You are a real estate agent ( <a href="http://www.snagajob.com/job-descriptions/real-estate-agent/">http://www.snagajob.com/job-descriptions/real-estate-agent/</a> ) hosting open houses to inform potential buyers of the home's attractions. You can choose the home that you will represent, and you will create a few different open house speeches that will inform and persuade these potential buyers that this home is right for them. You will be hosting a few separate open houses for a different groups of potential buyers. These are buyers from different populations, so you will need to create a variety of speeches that cater to the needs and concerns of these different groups. There may be other real estate agents who are looking to show the home to their buyers, investors who want the property for rental or other purposes, families with small children, retirees, etc.
3	<b>Prerequisites</b> (list course prerequisites, if any, not competency level prerequisites)	English 1
4	<b>Competency</b>	Students will demonstrate the ability to speak persuasively and effectively - strategically making decisions about content, language use, and discourse style.
5	<b>Competency Analysis</b> blue = skills red - content	Students will demonstrate the ability to speak persuasively and effectively - strategically making decisions about content, language use, and discourse style.
6	<b>Competency Analysis - numbered list</b>	<ul style="list-style-type: none"> <li>• ability to speak persuasively</li> <li>• ability to strategically make decisions about content, language use, and discourse</li> </ul>



7	<b>Discussion Based Assessments-- numbered list</b>	<ol style="list-style-type: none"> <li>1. Explain content, language use, and discourse, and how they are used in persuasive speaking.</li> <li>2. Discuss what aspects of the home you were selling appealed to each of your demographic groups.</li> <li>3. Describe how you modified your speeches and why you chose to vary certain content, language use, and discourse in your speeches depending on your audience. Give examples from your speeches.</li> <li>4. Cite some areas other than real estate where one would need persuasive speaking skills. Explain how they would be useful in these careers or roles.</li> <li>5. Apply what you learned about persuasive speaking to a current event. How might you use characteristics of persuasive speaking, including content, language, and discourse, to convince someone to act one way or another?</li> </ol>
8	<b>Task 1 Title</b>	Real Estate Agent
9	<b>Purpose (formerly overview)</b>	You will research the role of a real estate seller's agent and identify a home for sale for which you will create speeches. You will also identify the different groups who will come to your open houses and characteristics of those people that you will need to consider in your speeches.
10	<b>Directions (formerly steps)-- numbered list</b>	<p>By enrolling in this project, you're on your way to becoming an independent learner which will continue to become an increasingly valuable skill as technology continues to increase the rate of change in our society. Before you begin to conduct searches on the Internet we recommend that you review the following links which provide methods and techniques for conducting successful searches.</p> <p>Click <a href="http://websearch.about.com/od/searchingtheweb/a/sevenhabits.htm">here</a> (http://websearch.about.com/od/searchingtheweb/a/sevenhabits.htm) for tips on effective internet searches and click on this <a href="http://www.library.georgetown.edu/tutorials/research-guides/evaluating-internet-content">link</a> ( <a href="http://www.library.georgetown.edu/tutorials/research-guides/evaluating-internet-content">http://www.library.georgetown.edu/tutorials/research-guides/evaluating-internet-content</a>) for information on evaluating the quality and accuracy of internet resources.</p> <p>During this project,</p> <ul style="list-style-type: none"> <li>• Please take thorough notes and see the Specifications for guidelines on what should be included in research notes.</li> </ul>



		<ul style="list-style-type: none"> <li>Please follow the steps for each task to help you to complete your project and take the time to thoroughly review the information provided at each website.</li> </ul> <p>[standardized text to be inserted in all PAs]</p> <p>1) Learn more about what a real estate agent does, including the role of a seller's agent and open houses. The links below are good places to start. You might also consider talking to a real estate agent in your town.</p> <p><a href="http://www.myplan.com/careers/real-estate-sales-agents/description-41-9022.00.html">http://www.myplan.com/careers/real-estate-sales-agents/description-41-9022.00.html</a></p> <p>listing agent marketing tools, including open house - <a href="http://bhgpreferredliving.com/the-listing-agent-marketing-your-house-to-homebuyers_327.html">http://bhgpreferredliving.com/the-listing-agent-marketing-your-house-to-homebuyers_327.html</a></p> <p>listing agent and top tips - <a href="http://realtormag.realtor.org/sales-and-marketing/sales-coach/article/2008/02/smooth-selling-avoid-these-5-listing-presentation-pi">http://realtormag.realtor.org/sales-and-marketing/sales-coach/article/2008/02/smooth-selling-avoid-these-5-listing-presentation-pi</a></p> <p>2) Identify different homes in a variety of price ranges and neighborhoods in your area. Either create your own listing (perhaps this is your dream home), or choose a currently listed home for which to create an open house presentation (include the URL of the home you chose if you choose a currently listed house). Provide a paragraph describing the home, and why you chose it to represent.</p> <p>These sites are good ones to get an example of what real estate properties for sale look like. If you google 'real estate listings' and your town name, you should find some local listings.</p> <p><a href="http://www.zillow.com">www.zillow.com</a></p> <p><a href="http://www.realtor.com">www.realtor.com</a></p>
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		<p>3) Identify the demographics groups to which you will give your presentations. Some ideas are brokers (an open house just for other real estate agents who represent buyers), people looking for an investment property, families with small children, etc. Use the sites below, and also talk to adults you know who have been in the home buying market to get ideas.</p> <p>some types of people who use open houses: <a href="http://www.lakeviewtitle.com/tag/open-house/">http://www.lakeviewtitle.com/tag/open-house/</a></p> <p>4) Schedule a Progress Review Meeting with your instructor.</p>
11	<b>Duration (1 week = ~7 hrs)</b>	1 week
12	<b>Deliverables-- bullet points</b>	<ul style="list-style-type: none"> <li>• Research Notes</li> <li>• Paragraph describing why you chose your home for open house presentation.</li> <li>• Explanation of demographic groups to whom you will give your open house presentations.</li> <li>• Progress Review Meeting with instructor</li> </ul>
13	<b>Specifications-- headings with bullet points</b>	<p>Research Notes:</p> <ul style="list-style-type: none"> <li>• Important vocabulary with definitions.</li> <li>• Outline of what you have learned about the role of a real estate agent.</li> <li>• Questions about what you have learned.</li> <li>• Notes can be typed or handwritten and scanned (PDF format).</li> </ul> <p>Progress Review Meeting:</p> <ul style="list-style-type: none"> <li>• Use ScheduleOnce to set up a time to meet with your instructor.</li> <li>• Be prepared to discuss your research findings and some information about real estate listings and demographic groups that you discovered. Be prepared to discuss the target groups of your open house speeches.</li> </ul> <p>Paragraph</p> <ul style="list-style-type: none"> <li>• Include the URL for the home you chose (if you did not create your own home listing)</li> </ul>



		<ul style="list-style-type: none"> <li>Describe why you chose the home you did</li> <li>Describe the demographic groups you decided to give speeches to, and the reasons that you identified these groups as target audiences.</li> </ul>
14	<b>Technology or supplies required</b>	
15	<b>Task 2 Title (if needed)</b>	Persuasive speaking skills-content, language, and discourse style.
16	<b>Purpose (formerly overview)</b>	You will learn the characteristics of persuasive speaking. You will also become more familiar with how to modify content, language, and discourse style in a speech based on the characteristics of the audience.
17	<b>Directions (formerly steps)-- numbered</b>	<p>If this task requires additional research, please click here [insert link to Task 1 specifications] for notetaking guidelines.</p> <p>1) Begin by learning about persuasive speech. As a real estate agent, you need to persuade people who want to sell their homes to become your clients. You also want to persuade homebuyers that the homes you list are right for them.</p> <p>Start with the links below to learn more about persuasive speech in general as well as how it relates to the real estate profession.</p> <p>characteristics of persuasive speech - <a href="http://www.vbfsusteacherbarb.com/uploads/6/6/5/5/6655143/chapter_13_outline.pdf">http://www.vbfsusteacherbarb.com/uploads/6/6/5/5/6655143/chapter_13_outline.pdf</a></p> <p>persuasive tips - <a href="http://agentsboost.com/real-estate-presentations-building-your-persuasive-case/">http://agentsboost.com/real-estate-presentations-building-your-persuasive-case/</a></p> <p>key words for real estate persuasive - <a href="http://activerain.trulia.com/blogsvew/3545773/five-persuasive-words-to-energize-your-real-estate-marketing-copy">http://activerain.trulia.com/blogsvew/3545773/five-persuasive-words-to-energize-your-real-estate-marketing-copy</a></p> <p>tactics of persuasion - <a href="http://realitywebgold.com/real-estate-selling-tactics/persuasion-tactics-real-estate-agents/">http://realitywebgold.com/real-estate-selling-tactics/persuasion-tactics-real-estate-agents/</a></p>



		<p>mr. rogers lessons of persuasion - <a href="http://www.realestate.com/advice/the-art-of-persuasion-tips-to-make-the-deal-happen-25376/">http://www.realestate.com/advice/the-art-of-persuasion-tips-to-make-the-deal-happen-25376/</a></p> <p>mr. rogers congress speech - <a href="https://www.youtube.com/watch?v=yXEuEUQIP3Q">https://www.youtube.com/watch?v=yXEuEUQIP3Q</a></p> <p>discourse styles - <a href="http://literarydevices.net/discourse/">http://literarydevices.net/discourse/</a></p> <p>video giving speech tips - <a href="https://www.youtube.com/watch?v=sQ9C7Nj_zW4">https://www.youtube.com/watch?v=sQ9C7Nj_zW4</a></p> <p>a few examples of strong persuasive speeches - <a href="http://videolearning.llschools.net/library/421057">http://videolearning.llschools.net/library/421057</a></p> <p>information about content in a speech - <a href="http://www4.caes.hku.hk/epc/presentation/content_and_structure.htm">http://www4.caes.hku.hk/epc/presentation/content_and_structure.htm</a></p> <p>language examples in presentations - <a href="http://www.kpv.at/mayor.php?kap=16">http://www.kpv.at/mayor.php?kap=16</a>  <a href="http://www.markkyte.com/ensuring-you-use-appropriate-language-in-your-presentations/">http://www.markkyte.com/ensuring-you-use-appropriate-language-in-your-presentations/</a></p> <p>2) Schedule a Progress Review Meeting with your Instructor.</p>
18	<b>Duration (1 week = ~7 hrs)</b>	1 week
19	<b>Deliverables-- bullet points</b>	<ul style="list-style-type: none"> <li>• Research notes</li> <li>• Progress Review Meeting</li> </ul>
20	<b>Specifications -- headings with bullet points</b>	<p><b>Research Notes and Works Cited</b></p> <ul style="list-style-type: none"> <li>• Are clear, neat, and well-organized</li> <li>• Contain an outline of what you've learned (including information about content, language, and discourse styles)</li> <li>• List important vocabulary with definitions</li> <li>• Contain a list of questions about what you've learned</li> </ul>



		<ul style="list-style-type: none"> <li>• Are typed using a word processing program or handwritten, scanned, and saved as a PDF file</li> <li>• Include characteristics of persuasive speaking and how it relates to real estate</li> <li>• Include ideas about how to incorporate persuasive tactics to the specific groups to which you will do your open house presentation</li> <li>• Include a separate works cited page, using MLA formatting <ul style="list-style-type: none"> <li>◦ <a href="#">Click here to review MLA formatting</a></li> </ul> </li> </ul> <p>Progress Review Meeting:</p> <ul style="list-style-type: none"> <li>• Use ScheduleOnce to set up a time to meet with your instructor.</li> <li>• Be prepared to discuss characteristics of persuasive speech (including content, language, and discourse) and how it relates to the real estate profession. Be prepared to tell your instructor ideas about how you plan to use some of these tactics of persuasive speech in each of the speeches you give to your targeted audiences.</li> </ul>
21	<b>Technology or supplies required</b>	

15	<b>Task 3 Title (if needed)</b>	Draft of open house speeches
16	<b>Purpose (formerly overview)</b>	Create outlines of your speeches. Ensure that you address the elements of persuasive speech as well as content, language, and discourse style in your outline. Think about the different people to whom you will be presenting and how you will need to adjust each speech based on this audience. Be sure to include a description of the groups to whom you are doing your presentation, and how you are modifying each speech based on the needs and wishes of this particular demographic.
17	<b>Directions (formerly steps)-- numbered</b>	<p>If this task requires additional research, please click here [insert link to Task 1 specifications] for notetaking guidelines. [standardized text to be inserted in all PAs]</p> <p>1) Use what you learned in tasks 1 and 2 to create a draft of a speech for each</p>



		demographic group you have identified. These are the speeches you will give at your open houses. You will need to include a description of the demographic group at the beginning of speech. You also need to make clear the modifications for each speech based on the demographic, and your reasons for making these changes.
18	<b>Duration (1 week = ~7 hrs)</b>	1 week
19	<b>Deliverables-- bullet points</b>	<ul style="list-style-type: none"> <li>• Rough draft of open house speech for each demographic group to whom you will present. <ul style="list-style-type: none"> <li>◦ Include description of demographic groups</li> <li>◦ Include explanation of modifications made for each demographic group and reasons for these changes</li> </ul> </li> </ul>
20	<b>Specifications-- headings with bullet points</b>	<p><b>Drafts of Speeches</b></p> <p>Your written work should:</p> <ul style="list-style-type: none"> <li>• be typed in a legible font</li> <li>• show signs of editing and revising</li> <li>• be grammatically correct/error-free</li> <li>• Properly cite all sources of information using MLA formatting <ul style="list-style-type: none"> <li>◦ includes original listings of each home (found on real estate listing websites)</li> </ul> </li> <li>• Show clear differences in the use of content, language, and discourse style depending on to each of your audiences</li> <li>• Highlight specific attractions of the home that would appeal to your different demographic groups</li> <li>• Use persuasive tactics that are targeted to each group to encourage them to purchase the home you represent</li> <li>• Include a description of each demographic group.</li> <li>• Include an explanation of modifications made for each demographic group and reasons for these changes</li> </ul>





21	<b>Technology or supplies required</b>	
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15	<b>Task 4 Title (if needed)</b>	Final open house speeches
16	<b>Purpose (formerly overview)</b>	You will polish your persuasive speech for each of your targeted audiences using the feedback from your instructor. You will submit a video of yourself giving these speeches.
17	<b>Directions (formerly steps)-- numbered</b>	<p>If this task requires additional research, please click here [insert link to Task 1 specifications] for notetaking guidelines. [standardized text to be inserted in all PAs]</p> <p>1) Use the feedback from your instructor to finalize your persuasive speeches.</p> <p>2) Record yourself giving your speeches. Be sure you practice a few times before you record yourself, and be sure to practice the lessons you learned about persuasive speech in tasks 1 and 2.</p> <p>3) Prepare for the Discussion Based Assessment with your Instructor. Make an appointment with your instructor to complete the DBA.</p>
18	<b>Duration (1 week = ~7 hrs)</b>	1 week
19	<b>Deliverables-- bullet points</b>	<ul style="list-style-type: none"><li>• Final speeches (video recording and written version)</li><li>• Discussion Based Assessment</li></ul>
20	<b>Specifications-- headings with bullet points</b>	<p><b>Delivery of Speeches</b></p> <ul style="list-style-type: none"><li>• You exhibit professionalism during your speeches by:<ul style="list-style-type: none"><li>○ Varying your speaking volume appropriately (avoid monotone)</li><li>○ Avoiding filler words (such as “umm” and “uhhh”)</li></ul></li></ul>



- Enunciating
- Using appropriate emphasis and pause
- Using consistent pacing (not too fast or too slow)
- Using correct grammar
- Not reading the text directly off of a written source
- Dressing appropriately for the audience
- Exuding proper body language:
  - Standing up straight
  - Facing the audience with an open, welcoming stance
  - Maintaining direct eye contact
  - Avoiding crossing your arms
  - Displaying confidence and enthusiasm
- Keeping the audience's attention throughout
- Displaying an excellent working knowledge of material
- Being fully prepared to answer questions from audience
- Practicing your presentation in advance
- Including characteristics of persuasive speech
- Having different context, language, and discourse depending on your audience

### Video

- Contains both audio and video components:
  - Audio
    - Is of high quality, clear, grammatically correct, and volume appropriate
    - Is synced to the video track perfectly
    - Uses sound effects appropriately
    - Is recorded in a quiet location with no background noise
  - Video
    - Is of high quality and in focus
    - Is filmed with a steady hand or with a tripod



		<ul style="list-style-type: none"> <li>■ Uses proper lighting to prevent shadows and general darkness</li> <li>■ Contains graphics that are situated well on the screen</li> </ul> <p>Final Written Work:</p> <ul style="list-style-type: none"> <li>• typed in a legible font</li> <li>• show signs of editing and revising</li> <li>• grammatically correct/error-free</li> </ul>
21	Technology or supplies required	

#### PACE CHART

	Week #	Week of:	Deliverables (bullet points)
21	1		Research Notes Paragraph describing choice of home and groups to which speech will be targeted Progress Review Meeting
22	2		Research Notes Progress Review Meeting
23	3		Rough draft of open house speeches (1 for each demographic group) Explanation of demographic groups and modifications made in speech based on audience
24	4		Final open house speeches, written and on video Discussion Based Assessment

(Copy from row 6)	Exceeds	Competent	Approaching	Notes
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25	<ul style="list-style-type: none"> <li>ability to speak persuasively and effectively</li> </ul>	<p>I can use persuasive speech tactics to create and articulate a compelling speech.</p> <p>I can speak purposely and effectively in my speech, integrating supporting details, data, or examples from a variety of sources.</p>	<p>I can identify and use persuasive speech tactics to make a persuasive argument.</p> <p>I can organize my ideas to speak effectively.</p> <p>I speak confidently and communicate my ideas clearly.</p>	<p>I can identify characteristics of a persuasive speech.</p> <p>I can give a speech that addresses a topic.</p>	<p>Evidence for competent will be found in the video</p>
26	<ul style="list-style-type: none"> <li>ability to strategically make decisions about content, language use, and discourse</li> </ul>	<p>I analyze the concepts of content, language, and discourse and their impact on audiences.</p> <p>I can organize my use of content, language, and discourse in an original manner that enhances the persuasiveness of my speech.</p>	<p>I can identify and use the concepts of content, language, and discourse and how they can change to vary the effect of a speech.</p> <p>I make decisions about how to vary my content, language, and discourse based on the purpose of the speech and the intended audience. I can articulate the reasoning for these decisions.</p>	<p>I can identify and explain the concepts of content, language, and discourse and identify them within a speech.</p>	
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# STANDARDS & CROSS-CUTTING COMPETENCIES ALIGNMENT

[www.VLACS.org](http://www.VLACS.org)

P.O. Box 1050, 30 Linden St., Exeter, NH 03833 t: 603-778-2500 f: 866.651.5038

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32	Cross-cutting competencies - see <a href="https://docs.google.com/a/vlacs.org/document/d/1IbhWDpbsWUC_c97dXf2xu4TMsgvIBMYEbeK2-E42SNE/edit">https://docs.google.com/a/vlacs.org/document/d/1IbhWDpbsWUC_c97dXf2xu4TMsgvIBMYEbeK2-E42SNE/edit</a> For example: problem formulation, research, communication, etc.	Problem formulation, research, communication, structure of knowledge, postsecondary/career awareness,
33	Common Core State Standards - see <a href="http://www.corestandards.org/the-standards">http://www.corestandards.org/the-standards</a>	<p>Comprehension and Collaboration: <a href="#">CCSS.ELA-Literacy.SL.11-12.3</a> Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used.</p> <p>Presentation of Knowledge and Ideas: <a href="#">CCSS.ELA-Literacy.SL.11-12.4</a> Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks.</p> <p><a href="#">CCSS.ELA-Literacy.SL.11-12.6</a> Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate.</p>
34	National Standards other than ELA or Mathematics (list source)	
35	Grade Level Expectations: see <a href="http://www.corestandards.org/the-standards">http://www.corestandards.org/the-standards</a>	