



*Serving the Florida College System since 1949*

# Amendment 7 Speaker Training & Community Outreach

# The Five W's

- **Why** are we speaking in the community?
  - It is vital to communicate the important role of Florida's colleges and the need to increase educated voter participation in November's election to promote the passage of Amendment 7.
- **Who** will speak to organizations in the community?
  - Individuals who complete this training will be ready to speak to organizations in their communities.
- **What** will we share with them?
  - Materials using approved messaging about the importance of including the Florida College System in the state constitution.
- **When** do we start?
  - Engagements should begin immediately.
- **Where** will we speak with these groups?
  - Most groups have locations where they regularly meet.

# Guiding Statement

“Passage of Amendment 7 would establish the Florida College System within Florida’s Constitution alongside K-12 and the State University System. It would also affirm that each college shall be governed by a local district board of trustees, and provides for statewide oversight by the State Board of Education. We believe that these components will help ensure the ability of colleges to continually meet the academic and workforce needs of their communities.”

# Primary Messaging

- Inclusion of the Florida College System into Florida's State Constitution will codify the system, alongside K-12 and the state universities, as an integral part of the pathway continuum of education in the state.
- Amendment 7's emphasis on preserving local authority is key to the success of the colleges. Boards of trustees ensure that colleges can remain responsive to the academic and workforce needs of their communities and are important to the continued relevance of the system.
- The Florida College System is consistently recognized as the top college system in the nation and we believe solidifying these principles into our state constitution will promote our continued success and the long-term vitality of the system.
- Go vote.

# Making the Presentation

- Greet your audience, and tell them who you are.
- Tell the audience what you are going to tell them, then tell them and at the end, tell them what you have told them.
- Be sure to keep to the allotted time. If you can, keep it short. As a rule of thumb, allow two minutes for each PowerPoint slide you use, but longer for any that you want to use for developing specific points.
- Stick to the plan for the presentation. Don't be tempted to digress. You will eat up time and could end up in a dead-end with no escape.
- Plan for Q&A at the conclusion of the presentation. 5-10 minutes is generally sufficient.

# Delivery

**How you speak and communicate your message is just as important as what you have to say.**

- Speak clearly. Don't shout or whisper, and judge the acoustics of the room.
- Don't rush or deliberately talk slowly. Be natural, but not conversational.
- Deliberately pause at key points. This has the effect of emphasizing the importance of a particular point you're making.
- Avoid jokes—always disastrous unless you are a natural expert or comedian.
- To make the presentation interesting, change your delivery, but not too obviously (i.e. speed, pitch of voice).



# Delivery

## **Body language expresses what your attitudes and thoughts really are.**

- Use your hands to emphasize points, but don't indulge in too much hand waving. People can, over time, develop irritating habits. Ask colleagues what they think of your style during your practice session.
- While some animation is desirable, avoid moving about too much. Pacing up and down can unnerve the audience.
- Look at your audience as much as possible, but don't fixate on one individual. This can seem intimidating. Pitch your presentation toward the back of the audience, especially in larger rooms.
- Don't face the display screen behind you and talk to it.
- Keep an eye on the audience's body language. Know when to stop and also when to cut out a piece of the presentation.
- First impressions influence the audience's attitudes of you. Dress appropriately for the occasion.

# 10 B's in Effective Presentations

- Be conscious of your body language
- Be prepared
- Be creative
- Be crisp and clear
- Be careful to monitor the speed of presentation
- Be in control
- Be accurate
- Be sure that all materials can be easily understood and read
- Be yourself
- Be professional



# What You'll Need

Many of the organizations you'll work with will assist in providing the following, but work out the logistics with them in advance to prevent any last minute problems.

- A laptop computer
- Projector (or printed slides for all participants if a laptop and projector are not available)
- Official messaging