Speed Selling as an Oral Exercise in Evaluation Classes

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VA Tech: APSC 2824 Introduction to Equine Evaluation

- Basic conformation relative to research data
- Structure and way-of-going
- Dissection of legs
- Breed standards of at least 10 breeds
- Performance standards of at least 10 events
- Form to function
- Selection principles
- Horses: suitable to purpose
Is this an outdated topic?
Along with the course content . . .

- Students learn to synthesize and apply the information in a judging context of comparing horses

- Students are expected to *verbally* express themselves with confidence and sound terminology learned in class
This is not a “judging team” class

Reasons requires learning the format and “rules” of reasons, first in the written form

Oral delivery practice which is one-on-one which is very consuming in large classes
How could students learn basic oral delivery skills and practice sound terminology in a less stressful format than oral reasons?
Intrigued..... by speed dating
Speed Selling Exercise

• Students selected any horse they desired relative to breed, athleticism, or other attributes
• Devise a 90 second “sales pitch” to be presented to experts three times
• Volunteer “judges” would evaluate students’ efforts based on sound terminology, accuracy, voice, confidence, and eye contact
• Students would have the highest grade (of 3) recorded as a homework grade for their effort
Scores were doubled for a potential perfect score of 50

Evaluation scale: 5=A  4=B  3=C  2= Needs Improvement  1= Not prepared

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<th>Evaluator</th>
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Getting Ready for the Exercise

• Secure the NINE evaluators with reasons experience on the given date and time
• Acquaint judges with the principles of the exercise and flexibility needed for breeds, and the score cards to be completed with each presentation
• Secure additional iPad devices to help students without a device for viewing
• Secure an additional classroom for the exercise
Diagram of the Class Room Set Up

S = Student
E = Evaluator 1, 2, or 3
Speed Selling “LIVE”
Four full rounds were required to complete the class exercise

- About 8-9 minutes/round
- Apprehension seemed to ease after the waiting students saw everyone lived through it!
- Judges referred the top four scores to give their sales pitch to the class.
- Average score for the exercise in class was a 41.6/50 (range 34 to 48 points)
- 33% of the class volunteered to do a second speed selling exercise for extra credit!
What went well?

• Within a short period, 9 students were evaluated; therefore, speed selling is a time efficient means for an oral grading effort
• Allowed students to pick the breed that interested them (and horse!)
• Practice effect for 3 evaluators provided incentive to “try again” and improve
• Most students embraced it as a creative and personalized assignment!
Students LIKED it!
From the Instructor Standpoint

- It felt like a creative and fun way to accomplish several steps towards “sounding like a horseman/woman”
- Allowed students to address breeds of interest that may not be covered in class
- Most students reportedly looked through LOTS of horses to find the one to “sell” for credit
- Judges relayed an impressive perspective of exercise and offered to return for duty!!!
Thoughts for Next Time

• Conduct the exercise two times.
• Let students video tape their first presentation for a grade or give to the instructor individually.
• Engage outside evaluators for the second presentation only. Let them watch a few of the first presentations (taped) for acclimation of what is to come and practice with the score cards.
• Try to NOT check out iPads!
Ulterior motive is to cultivate a competitive judging team the next semester . . .
Speed Selling “LIVE”