

Communications Level 2

Participant Resource Sheet



Communication activities have many "channels". The intent of this badge is for students to move from explaining team communications to creating more content and understanding how communications are published. This level 2 badge continues the work from Level 1, allowing students to expand their contributions and range of work.

Award Path: Mentor recommendation

Complete each of the tasks to earn a team mentor recommendation:

Name: _____ Email used for badges: _____

Topic	Task	Mentor Sign and Date
Foundation of Communication	<p>Task: Select 2 team communication channels and explain how they are inter-related. Explain how the communication channels contribute to the overall team goals.</p> <p>Use the following questions as a guide:</p> <ul style="list-style-type: none"> Who creates the communications? What are the goals of the communication? What is the target audience? When is the communication published? What frequency is the communication published? What are the results/outcomes of the communication? What resources are available? 	
Communications	<p>Task: In 2 different communication channels, create and publish 2 items for each channel, positively reflecting FIRST values of Gracious Professionalism and the team's values. Items used in the Level 1 badge should be excluded from this badge.</p> <p>Print items examples: Newsletters, Sponsor Letters, Recruitment Materials, Photography.</p> <p>Electronic communications examples: Social Media, Video Sharing, Email, Websites, webpages.</p>	
Engage and Participate	<p>Task: Engage in a communication channel by learning how the media items are produced</p> <ul style="list-style-type: none"> Print media - learn how the team produces the media items and associated costs (financial, time, etc.) Website - learn how to publish media items on the team website. Social media - learn how the social media channel works and how a business would use the channel to expand audience. 	
Public Speaking	<p>Task: Participate in 2 public speaking opportunities, successfully completing the preparation and presentations</p> <p>Presentation examples:</p> <ul style="list-style-type: none"> Presentations for judges Presentations for potential or current sponsors Presentations for schools / organizations Presentations to younger students or the general public 	

Badge Completed Date: _____

Date Submitted: _____