



2024 CASL Program Agendas

Please note, subject matter and locations listed on each agenda is subject to change. Please monitor your emails throughout the program for any important updates from CASL Chamber Liaison, Bree Marceau.

Be sure to prepare for your persuasive speech assignment prior to attending the session day on March 13.

Questions? Email: bmarceau@concordnhchamber.com

Agendas are available online. You may this link to connect to the page:



Follow along with this year's program on Instagram: CASL_NH



CASL Communications & Snow Day Policy

If you are unable to attend a CASL Session Day because you are ill, please notify Bryanna Marceau by email as soon as possible: bmarceau@concordnhchamber.com.

For non-urgent matters or to speak with Bree at any time, please call the Chamber office at (603) 224-2508. Please note, the office is only open from 8:30 a.m. to 5 p.m. Monday - Friday. Outside of those hours, email will serve as your best method of communication. For emergency purposes only, you can reach out Bree by text to (603) 345-1479.

In the event of snow, our policy is as follows:

If the Concord School District cancels school, the CASL session day will also be cancelled.

However, if the Concord School District is delayed, the CASL program will still proceed ON SCHEDULE.

The make-up day for any cancelled sessions is Wednesday, March 27



Orientation for Students

Monday, March 4 from 4:30 – 7:30 p.m.

Facilitator: Michael Curtin of Concord High School, plus CASL Steering Committee members

*Dinner will be provided. Please bring a water bottle. This session includes some movement activities. Dress comfortably.

4:30	Meet at NH Audubon, 84 Silk Farm Road, Concord
4:30 – 4:45	Welcome and introductions
4:45 – 5:45	Group activity
5:45 – 6:15	Dinner
6:15 – 7:15	Group activity
7:15 – 7:25	Upcoming session day previews / review persuasive speech assignment
7:25 – 7:30	Wrap up
7:30	Pick up at NH Audubon, 84 Silk Farm Road, Concord



History, Arts, Culture & Community Day

Wednesday, March 6 from 8 a.m. – 3 p.m.

Session Day Leaders: Emily Ricard, Bangor Savings Bank & Danielle Blondin, UNH Franklin Pierce School of Law

*Snacks and lunch will be provided. Please bring a water bottle. This day includes lots of movement, both inside and outside. Dress comfortably (sneakers recommended!) and weather appropriate.

If students are driving to this session as opposed to being dropped off, we suggest parking in the Capital Commons Parking Garage on Storrs Street. Parking is 50 cents per hour. The garage is directly attached to Red River Theatres.

8:00	Meet at Red River Theatres, 11 South Main Street, Concord
8:00 – 8:30	Welcome and group activity
8:30 – 9:30	Meet with Angie Lane, Executive Director of Red River Theatres
9:30 – 10:15	Travel across the street to Bank of NH Stage
10:15 – 11:15	Business Leader Panel Discussion
11:15 – 12:00	Lunch
12:00 – 1:00	Tour Bank of NH Stage with Executive Director Sal Prizio
1:00 – 3:00	Downtown Walking Tour with tour guides: Jennifer Kretovic, Concord City Councilor and Dana Dexter, Concord Police Department
3:00	Pick up at the Greater Concord Chamber of Commerce, 49 South Main Street, Concord



Leadership through Communications Day

Wednesday, March 13 from 8 a.m. – 3 p.m.

Session Day Leaders: Josh Hardy, ConcordTV & Wendy Lapham of Dartmouth Health

*Snacks and lunch will be provided. Please bring a water bottle. This day includes a variety of activities. Dress comfortably enough to participate in movement activities, but note that photos and video will be taken in the afternoon.

Be prepared to deliver your persuasive speech (see separate attachment for best practices).

8:00	Meet at Citywide Community Center, 14 Canterbury Road, Concord
8:00 – 8:10	Welcome and opening remarks
8:10 – 8:30	Group activity: Mindfulness with Candy Jackson, Blossom Yoga
8:30 – 9:30	Persuasive Speeches: Students will be divided into two groups to deliver speeches and provide peer feedback
9:30 – 9:45	Break
9:45 – 11:00	Group activity
11:00 – 11:15	Break
11:15 – 12:00	Communications, Activism & Change: a discussion led by Fisto Ndayishimiye, lead organizer of Change for Concord
12:00 – 12:30	Lunch
12:30 – 2:30	ConcordTV PSA project with Executive Director, Josh Hardy & class photo shoot
2:30 – 3:00	End-of-day wrap up
3:00	Pick up at Citywide Community Center, 14 Canterbury Road, Concord



Law & the Judicial Process | Graduation

Wednesday, March 20 from 8 a.m. – 6 p.m.

Session Day Leaders: Alexandra Sosnowski of NH DOJ & Daniel Rich of Preti Flaherty

*Snacks and lunch will be provided. Please bring a water bottle. Dress in business casual attire. Personal items are not permitted within the Merrimack County Dept. of Corrections. Bags and other items will be left on the bus during this portion of our session. Parents/guardians and other family members are encouraged to join us at NHTI-Concord's Community College beginning at 5:15 for graduation.

8:00	Meet at NH State House, 107 North Main Street, Concord
8:00 – 8:15	Welcome and opening remarks
8:15 – 9:30	State House Tour
9:30 – 10:00	Walk to Merrimack County Superior Court
10:00 – 12:00	Court observation and discussion with judicial officials
12:00 – 12:30	Bus transportation to Merrimack County Dept. of Corrections
12:30 – 1:00	Lunch
1:00 – 3:30	Tour & panel presentation
3:30 – 4:00	Bus transportation to NHTI-Concord's Community College
4:00 – 5:15	Reflection activity, wrap up and break
5:15-6:00	Graduation at Beverly D. Grappone Hall on NHTI's campus (31 College Drive – see map provided within folder packet)
6:00	Adjourn



2024 CASL Graduation

Wednesday, March 20 from 5:15 - 6:00 p.m.

Parents/guardians and other family members are encouraged to join us at NHTI-Concord's Community College beginning at 5:15 for graduation. Graduation will be held at Beverly D. Grappone Hall on NHTI's campus (31 College Drive).

Questions? Email: bmarceau@concordnhchamber.com





Persuasive Speech Information

Public speaking is not a talent that people are just “born with”. Anyone can become skilled at speaking in front of an audience with education, dedication, and practice. A public speaker should possess many attributes, including charisma, charm, humor, and the ability to persuade. The latter playing a critical role in possibly the most important and effective speech variety: the persuasive speech. This is where the presenter tries to get their audience members to change their views on a certain subject.

A persuasive speech should strike a balance between logical and emotional appeals. Logical or reasonable appeals refer to presenting well-researched facts and figures. A logical appeal contains robust and comprehensive statistics that persuade the audience. An effective persuasive speech contains statistics to help the presenter accrue credibility with the audience.

Logical appeals aim to accentuate the practical applicability of your speech and motivate the audience to believe your stance. Additionally, data-driven speeches trigger thoughts that are more believable. For instance, if you are delivering a persuasive speech on the impact of global warming, statistics about melting ice caps and danger to marine life add value to your speech.

Emotional appeals are the bridge between statistics and a strong audience connection. The most effective emotional appeals are delivered through storytelling and augment the value of your logical statements. To persuade the audience with your statistics, wrap them in a narrative about the consequences of the data you present. Since humans typically find emotional connection stronger than data and facts, most people find an emotional appeal to be more persuasive. For instance, if you simply state that the polar caps are melting at an ‘x’ rate, it might be informative but not yet persuasive.

To encourage this year’s CASL class to focus on crafting a persuasive speech, each participant will select a random persuasive speech topic from a hat. Their challenge is to design, write and present a two-minute persuasive speech and win their peers over. You will select your speech topic at the orientation on March 4 and deliver your speech on March 13.

Preparing for your speech:

The best way speeches are well prepared and rehearsed. Practice multiple times and then practice some more. Practice in front of your family and friends. Practice in front of a mirror. Video yourself, watch it back, and then make any adjustments.

Make sure you time your speech as you practice.

On the day of your speech:

When it is your turn to present your speech, say your name and school that you are from.

Wear and outfit that you feel comfortable and confident in. Avoid tugging or straightening your clothes, playing with your hair, scratching your neck.

You are welcome to use whatever makes you feel comfortable to present your speech, including notecards. We will hold up a yellow card when you have 30 seconds remaining and a red card when you have reached your time limit. Please be mindful of the time limit.

General Persuasive Speech Format

Introduction

Attention Getter (“The Hook”)

The opening sentence of a persuasive speech should always say something to grab the attention of the audience. This is potentially the most important line; if the audience doesn't like the opening, they may tune-out the following ideas and concepts.

Thesis Statement

The thesis statement is where the speaker tells their listeners their position on the issue they are discussing. By the end of the speech, the presenter's goal is for the audience to agree with their thesis statement. A thesis statement should be relatively short, and clearly state the views of the speaker. This statement is to inform the audience of the speaker's mindset and try to get the audience to see the issue their way.

Body

After the introductory portion of the speech is over, the speaker starts presenting reasons to the audience. These reasons are various statements that provide support for the thesis statement. After each reason, the speaker lists examples as evidence to try and provide a factual argument to sway listeners' opinion to agree with their own.

Reason #1

- A. Example
- B. Example
- C. Example

Reason #2

- A. Example
- B. Example
- C. Example

Reason #3

- A. Example
- B. Example
- C. Example

Conclusion

Final Appeal

The conclusion is where the speaker must sum up and tie in all their arguments into an organized and solid point.

Examples of Signposting in Speeches

Signposting is a tool to help connect your speech together. Signposts identify the sequence of direction of your argument. Use signposts to gently guide the audience. It's okay to highlight statements such as, "this is important to note/remember", however if you say it more than a few times all of those 'important' concepts will blur together. By using signposts your audience will be able to stay with you and your carefully chosen thoughts and ideas. Help them stay on track by providing markers to guide them through your concepts so they will have tangible takeaways.

Moving to a new point

"Now, let's move on to point number 3, where we will be discussing..."

"Moving on to the next point"

"Now that we have discussed..., I would like to talk about..."

Going into more details on a point

"Let me talk more in-depth about..."

"By focusing on...in detail, ..."

"To be more precise..."

"Expanding on that point..."

Introducing an alternative or opposing view

"Nonetheless/Nevertheless, ..."

"Conversely, ..."

"However, ..."

"In contrast, ..."

"Alternatively, ..."

Changing a topic entirely

"Now, let us turn to something entirely different..."

Talking off-topic for a moment

"As a side note..."

"Going off on a tangent, I would like to discuss..."

"Let me deviate..."

Continuing a point with a related one

"Similarly, ..."

"To further understand the..."

"Moreover ..."

"Besides, ..."

Repeating points stated earlier

"This is really important; therefore, I am going to say it again..."

"Recapping on the previous point I made about..."

"Let me repeat that..."

Going back to previous points of examples

"Remember when I said..."

"Let's go back to the story where I..."

"Going back to the time when..."

Criteria for Persuasive Speeches

Analysis and Content

Did the speaker answer the question?

Was there appropriate use of emotional appeal?

Was there sufficient use of logic, facts, examples, and/or expert opinion?

Was the information pertinent to the specific topic?

Introduction

Did the speaker get the attention of the audience?

Was the topic clearly stated?

Body

Did the speaker make effective use of signposting and transitions?

Was adequate time devoted to each division within the 2-minute time limit?

Was there a logical progression of ideas?

Conclusion

Did the speaker tie the speech together?

Was the answer to the question clear?

Was there a note of finality?

Delivery

Was the language suitable to persuading the audience?

Was the language precise, grammatically correct, and vivid?

Was the delivery natural and spontaneous?

Vocal Delivery

Was enunciation clear?

Was volume appropriate?

Was there sufficient variety in rate, pause, and pitch?

Physical Delivery

Did the speaker exhibit poise and confidence?

Were gestures varied, movement motivated, and eye contact direct?

If note card was used, was it an unobtrusive part of the delivery?