



Dakota Review

Re-Engaging Rural Competitors

NDHSAA Speech



- 172 Member High Schools
- 117 Sponsor Speech
- ~1,000 Competitors
- 141 Coaches
- 698 Judges
- 44 Regular Season Tournaments (Pre-Qualifiers)
- 12 Regional & 2 State Tournaments
- 14 Competitive Categories/Events Awarded

Perceived Hurdles



- Budget
- Calendar
- Esteemed Value

Hurdles



- School/Population Density
 - Travel Miles
 - Travel Time
- Season Length (Saturdays)
- Personnel Recruitment and Retention

CSTAND Conference



- Communication, Speech & Theatre Association of North Dakota
- Yearly September Conference (Sept. 14-16)
- ~130 Attendees
- New/Veteran Coach Sessions
- In-Person NDHSAA Rules Clinics
- PROMOTED VIA SYSTEM MESSAGING AND AT REQUIRED ADMIN MEETINGS

CSTAND Mentoring



- Conference Breakfast – Invite Only
- Mentor-Pairing Based on Activity & Geography
- Nominal Mentor Requirement

Tournament Formats



- Traditional
 - (2-Prelim; Final Round
 - (A/B Flights; **6 Total Rounds**
- 3-Round -(**3 Straight Rounds** Then Tab/Awards
- Hybrid
 - (2-Prelim; Final Round
 - (No A/B Flights; 2-Prelims Scheduled Over 3 Slots
 - (Single Final for all 14 Events; **Total 4 Rounds**

On The Horizon



- Judge Training
- Administrator Resources

Esteemed Value.

Our Story is Engaging..

One Size Does Not Fit All...



State-Level Support



- DATA
 - Prevention
 - Probability
- PROGRAM CONSIDERATIONS & OFFERINGS
 - Program(s) Availability
 - Program(s) 'Footprint'
 - Program(s) Achievability

Youth Risk Behavior Survey



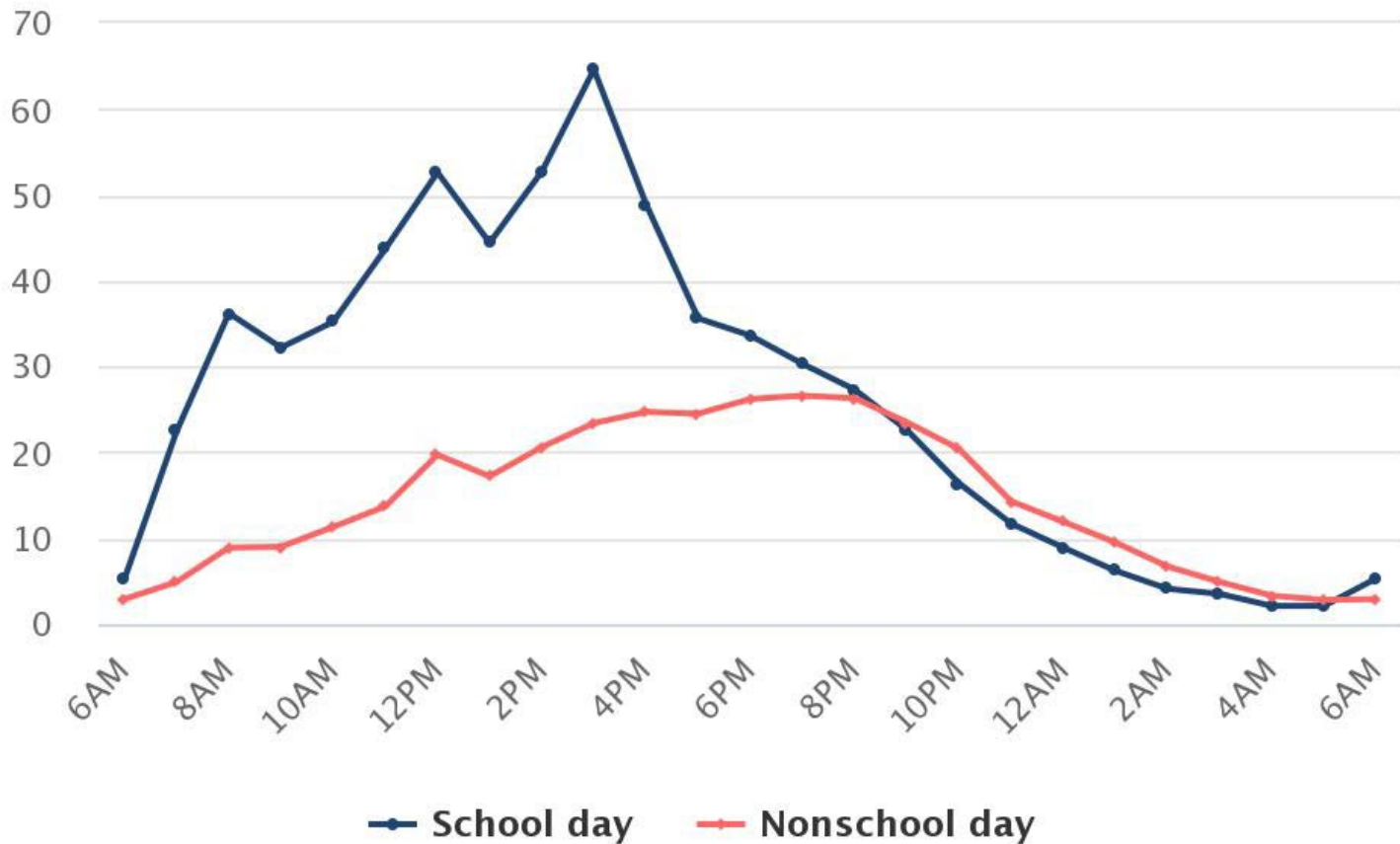
- 42.3% felt sad or hopeless nearly every day for 2 or more consecutive weeks
- 17.6% made a suicide plan
- 10.2% attempted suicide
- 8.6% did not go to school due to feeling unsafe at school or on their way to/from school
- 36.2% tried electronic vaping products
- 22.7% currently drinking alcohol

Office of Juvenile Justice and Delinquency Prevention



<https://www.ojjdp.gov/ojstatbb/offenders/qa03301.asp>

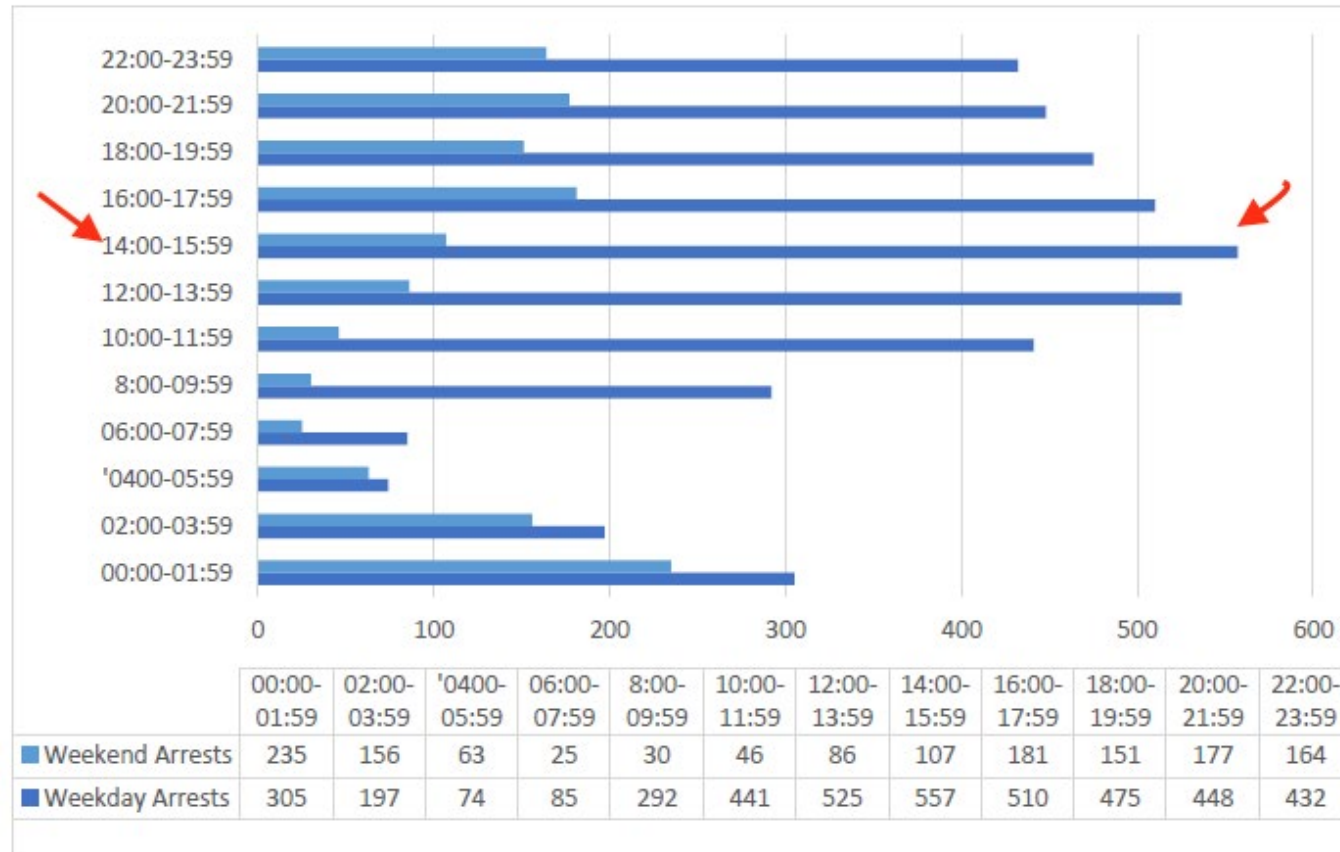
Violent crime by youth time of day
(per 1,000 youth who committed a violent crime)



Cass County, ND



Figure 19: Formal Contacts by Time of Day, Cass County 2012-2016



Prevention



- Each additional year arts instruction associate with 20% reduction of out-of-school suspension²
- As adults, former arts students 26% less likely to ever become arrested with each additional year associated with 9% reduction²

[1] Elpus, Kenneth. 2013. "Arts Education and Positive Youth Development: Cognitive, Behavioral, and Social Outcomes of Adolescents Who Study the Arts." National Endowment for the Arts

Probability-Outcomes



- Arts students 29% more likely to apply to a postsecondary institution¹
- Arts students 21% more likely to have attended a postsecondary institution 2 years past graduation¹
- Arts coursework participation does not expense STEM majors, college completion time, or likelihood of graduate degree attainment¹

[1] Elpus, Kenneth. 2014. "Arts Education as a Pathway to College: College Admittance, Selectivity, and Completion by Arts and Non-Arts Students." National Endowment for the Arts.

Outcomes Continued...



- Former arts students 55% more likely to have attended any postsecondary school by adulthood.
 - 18% increase each additional year.
- Former arts students 29% more likely to have earned a four-year degree by ages 24-32.
 - 12% increase each additional year.

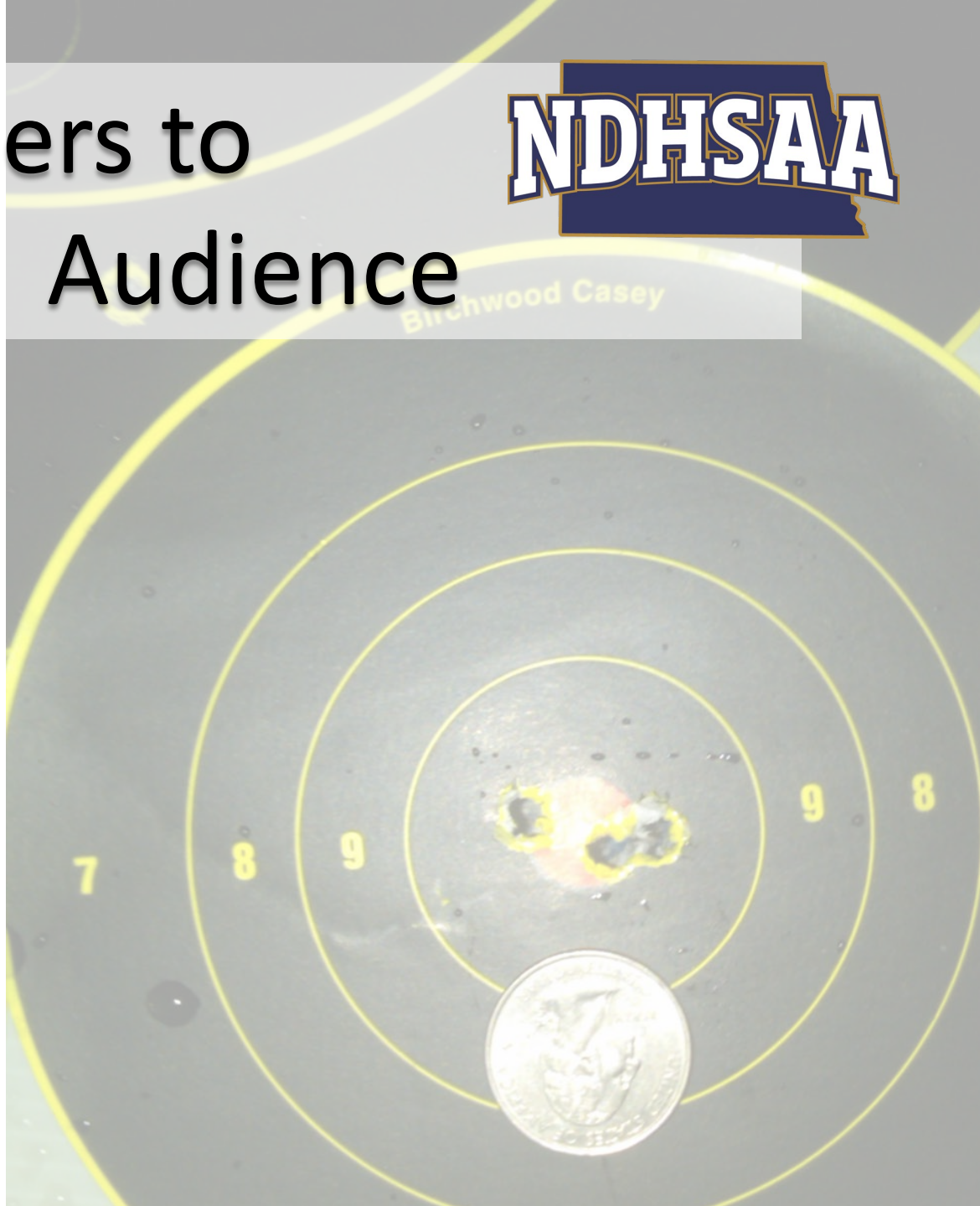
[1] Elpus, Kenneth. 2013. "Arts Education and Positive Youth Development: Cognitive, Behavioral, and Social Outcomes of Adolescents Who Study the Arts." National Endowment for the Arts

Teach Teachers to Target Their Audience



Birchwood Casey

- 2-4 Point Sound Bite
- Same Points,
Different Phrasing:
 - Community
 - Administration
 - Parents
 - Students



At The End of the Day

- Systems Develop or Atrophy
- Relevance Despite Circumstance
- Change: The Efficiency of Efficacy

For Reference

