

## **Professor K. Sterling**

**SPC 1017: Fundamental of Speech Communication**

**Topic: "SMART" GREEN GOALS**

**Specific, Measurable, Attainable, Realistic, and Timely**

Your assignment is a **SMART "Green Goal" Speech**. Your topic is to be chosen based upon a "real life" green goal you have for yourself. This goal may be either a short term, or long term goal. It should be **3-5 minutes** in length. Green Goals are important because it allows you to take part in the initiative to help sustain a green community. The website [www.earthethicsinstitute.org](http://www.earthethicsinstitute.org) will give you more ideas about going green. Each student must go to the website and click the "**Join MDC Green Goal Challenge**" under the heading **Greening Miami Dade College** and take the challenge survey.

You are to have **2 -3 main points** in the body of the speech. These main points should be derived from the following three methods.

- 1. The 2 ways you plan to achieve your green goal**
- 2. The 2 reasons you have chosen this green goal**
- 3. Incorporate the "SMART" acronym when setting the green goal**

"Green GOAL" examples	"Green GOAL" examples
Develop a "Green" Awareness/Facebook Blog- set up website for environmental efforts including green videos and tips	Using Eco Laundry Balls etc...
Reduce water usage home/office	Go Paperless when it comes to Bills
Reduce light usage home/office	Planting an organic garden- growing sustainable food for school and community
Donate usable materials- recyclable materials including old cell phones, batteries, clothing, sneakers and ink cartridges	Medical supplies recycling
Organic Thanksgiving	Green Career
Host recycling drive, winter coat collection and "reuse a shoe" drive	Create green website to share ideas about on campus green activities
Three tips to greener home	Use natural products to boost the immune system
Tips for Saving Money on Organic Fruits and Vegetables	Installed motion sensors to decrease energy waste
Using green products and services	Cell phone recycling

This assignment also coincides with the following **MDC Learning Outcomes: 1, 3, 4, 5, 6, 7, 8, 9, and 10**

# Students Speech Format: 3-5 minutes

## Introduction:

AGM

Connect goal to audience/self,

Establish credibility

Thesis or preview

## Body layout:

- I. What is your “**Specific**” Green Goal
  - A. Why have you chosen this goal?
  - B. What is your motivation/drive toward completing this goal?
  
- II. Tips to “**Measure , Attain/Achieve**” your Green Goal
  - A. Short term
  - B. Long term
  
- III. How is your Green Goal “**Realistic and Timely?**”
  - A. Realistic expectation
    1. lifestyle
    2. personality
    3. ability
    4. circumstances
  - B. Specific dates and time frame, changes in your schedule that could affect the goal etc.

## Conclusion

Recap Speech

Emphasize Key Green Points

Strong Closing “Green” Statement