

I'm Sold! Virtual Field Trip

Policies, Procedures, and Additional Information

Participants

Grades 7-12. 5-32 students. At least one school employee/supervising adult **MUST** participate.

Cancellation

Please give us 2 weeks' notice if you need to change your reservation, and we will be happy to work with you to reschedule. Your consideration helps serve as many groups as possible.

Tech and Security Requirements

- Planet Word will do our best to meet your group's security needs. If you prefer for us to send you a unique virtual meeting link on Zoom or Microsoft Teams, or for us to join you in your digital classroom, we're happy to be flexible. Let us know what you need.
- The Planet Word educator must have the ability to share their screen.

Behavior Expectations

- Planet Word believes that everyone involved in our programming should be treated with respect-educators, parents, and students. Participants are responsible for behaving in a way that does not intimidate, endanger, or disrupt the participation of others. Any form or written or verbal abuse will not be tolerated.
- If the above behavior expectations are not followed, Planet Word educators may provide a verbal redirection. If the behavior continues, Planet Word educators may remove the participant from the program or end the program.

Expectations for Adult Educators and Chaperones

- At least one school employee/supervising adult **MUST** participate to ensure the safety and security of all involved. If the adult is unable to participate or loses internet connection during the call, the Planet Word educator will end the program.
- The adult is responsible for making sure participants adhere to the behavior expectations above.
- The organizing adult will be made a co-host and will be responsible for admitting students to the virtual room.

Timeline

Planet Word programs are adaptable and highly- participatory and may change depending on student engagement:

- 10 minute welcome, introduction to Planet Word, introduction to content.
- 20 minute educator-led discussion of copywriting techniques.
- 20 minute opportunity for students to create their own ads.
- 10 minute Q&A and conclusion

Standards Alignment

CCSS.ELA-LITERACY.RI.9-10.4: Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings; analyze the cumulative impact of specific word choices on meaning and tone (e.g., how the language of a court opinion differs from that of a newspaper).
CCSS.ELA-LITERACY.RI.11-12.6: Determine an author's point of view or purpose in a text in which the rhetoric is particularly effective, analyzing how style and content contribute to the power, persuasiveness, or beauty of the text.