Counseling Intervention Infomercials Shark Tank© Style

Instructional Innovation Awards Presentation

Dr. Kimberly McGough

February 4th





SHARK TANK INFOMERCIAL RATIONALE:

After sitting through numerous grueling presentations with students reading their slides, the shark tank infomercial emerged. Drawing from former experience as a high school speech teacher, I was motivated to coach my students into developing a more engaging presentation fashioned after the hit television show Shark Tank[®] that fosters creativity, engagement, and competition.

In the field of counseling, the theories students learn about in their theories course remain constant, however the evidence-based interventions and techniques related to these theories are continuously being added to counseling literature and practice in the field. To bring these evidence-based interventions and techniques to life, students will develop an infomercial fashioned after a Shark Tank[®] to pitch to their peers and professor during a class meeting toward the end of the semester.



Learning Objectives: By the end of this lesson, students will demonstrate the ability to:

01

Create an infomercial on a counseling theory including goals of the overarching theory and a description of an evidence-based-approach/technique of this theory.

02

Deliver a presentation to their peers on an evidence-based counseling intervention or technique that includes research on its effectiveness and ways the technique/intervention helps clients.

03

Evaluate their peers' counseling intervention/technique infomercials and provide justification for their investment decisions.



At the beginning of the course, students sign up for one of the theories that will be covered during the semester. They are given the option to present in groups of two or three students. With their sign-up, students submit a short essay explaining their rationale for choosing the particular theory. By asking the students to provide an essay, students will communicate their interest in the theory and will reduce the likelihood of students working with their closest peers(s) in the course.

After reviewing the essays and sign-up form, the professor will confirm the groups and communicate the groups to the class. Throughout the semester, the professor will provide additional coaching and answer questions about their upcoming infomercial presentations.

ESTABLISHING INFOMERCIAL GROUPS



Introduce group members and name of technique/intervention

Information about the theory/therapy (focusing on goals of therapy)

Description of evidence-based technique/intervention

INNOVA

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INFORMERCIAL INFORMATION

Students are coached not to ________ include more than 20 words per slide. Students are also strongly encouraged to know the content of their infomercial in order to engage the audience and appear knowledgeable and credible. Additional information about the evidence based intervention/technique (research and demonstration)

Discuss how this technique/intervention benefits clients (tied back into goals of theory)

> Opportunity for questions/comments from audience members

INFOMERCIAL DAY

At the beginning of class, the professor gives each student five gold coins with each coin representing \$100,000 (I call mine- McGough Money) to represent their investment in their classmates' counseling interventions/techniques.

There is a container designated for each group labeled with the name of their intervention / technique. Once all of the infomercials have been presented, students choose to distribute their coins based on the performance of their peers.

Additionally, each student completes a short form describing their rationale for their investment (see appendix A). Students are not permitted to invest in their own intervention and technique.

At the end of class, the professor announces how much money was invested for each groups' intervention/technique.

Name of Shark: _____

Please provide information about your infomercial investments.

Amount of Investment	Intervention receiving Investment	Rationale for Investment
\$100,000		
\$100,000		
\$100,000		
\$100,000		
\$100,000		

*<u>for</u> informercials that sharks deem strong, more than \$100,000 can be invested. However, a different rationale must be provided for each \$100,000 invested. Sharks cannot invest in their own interventions.





POINT DISTRIBUTION & RUBRIC

70 points content/information of the infomercial 20 points engagement with audience (sharks) /group expertise 10 points for group participation and infomercial contribution



	Exceeded Expectations 35 points	On Target 30 points	Needs Improvement 20 points	Missing/ Deficient 0-19 points
Infomercial Content *Information about theory (including goals) Description of evidence- based-approach/technique				
Intervention Effectiveness *Evidence of effectiveness (based on research) Ways the technique /intervention helps /benefits clients (tied back to goals of theory)				
	Exceeded Expectations 20 points	On Target	Needs Improvement 10 points	Missing /Deficient 0-9 points
Audience Engagement and Expertise of Group Members				
	Exceeded Expectations 10 points	On Target 8 points	Needs Improvement 6 points	Missing/ Deficient 0 - 5 points
Peer Evaluation and Contribution (based on peer feedback form)				

Total

Additional Professor Feedback on Infomercial

Peer Evaluation Form for Group Work

Name:

Write the name of each of your group members in a separate column. For each person, indicated the extent to which you agree with the statement on the left, using a scale of 1-5 (1=strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree). Total the numbers in each column.

Evaluation Criteria	Group Member:				
Attends group meetings regularly and arrives on time.	Select 1-5				
Contributes meaningfully to group discussions.	Select 1-5				
Completes group assignments on time.	Select 1-5				
Prepares quality work in a timely manner.	Select 1-5				
Demonstrates a cooperative and supportive attitude.	Select 1-5				
Contributes significantly to the success of the project.	Select 1-5				
If given the opportunity, I would work with this person again.	Select 1-5				
TOTALS					

Feedback on Team Dynamics:

- 1. How effectively did your group work?
- 2. Were the behaviors of any of your group members particularly valuable or detrimental? Tell us about this.
- 3. What did you learn from working on this project that will impact your next group work experience?

Each gro Feedback proces informati perspect each

Each group member completes a peer

- feedback form to reflect on the group
 - process and provide the professor
- information about each group member's
- perspective about the contributions or
 - each member to the infomercial

assignment.



QUESTIO **COMPENTSÉ** Contact Kim McGough at allenk@uhcl.edu

infomercial documents link





Name of Shark: _____

Please provide information about your infomercial investments.

Amount of	Intervention receiving	Rationale for Investment
Investment	Investment	
\$100,000		
\$100,000		
\$100,000		
\$100,000		
\$100,000		

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Counseling Theory Infomercial Rubric

Group Number	
Group Members	
Counseling Theory	
Name of Intervention	

	Exceeded Expectations 35 points	On Target 30 points	Needs Improvement 20 points	Missing/ Deficient 0-19 points
Infomercial Content *Information about theory (including goals) Description of evidence- based-approach/technique				
Intervention Effectiveness *Evidence of effectiveness (based on research) Ways the technique /intervention helps /benefits clients (tied back to goals of theory)				
	Exceeded Expectations 20 points	On Target 15 points	Needs Improvement 10 points	Missing /Deficient 0-9 points
Audience Engagement and Expertise of Group Members				
	Exceeded Expectations 10 points	On Target 8 points	Needs Improvement 6 points	Missing / Deficient 0 – 5 points
Peer Evaluation and Contribution (based on peer feedback form)				

Total _____

Additional Professor Feedback on Infomercial:

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Completes group assignments on time.	Select 1-5				
Prepares quality work in a timely manner.	Select 1-5				
Demonstrates a cooperative and supportive attitude.	Select 1-5				
Contributes significantly to the success of the project.	Select 1-5				
If given the opportunity, I would work with this person again.	Select 1-5				
TOTALS					

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