

Round I

Text based communication is everywhere. We send text messages to our friends and emails to our teachers. Oftentimes it can be hard to communicate tone through text only. Several have found emojis to be a good way of adding tone back into otherwise toneless communications. But there are dangers to this. A recent study found that people can use emojis to mask how they are actually feeling about messages they send or receive. Generational differences in emoji use can also cause confusion about tone or even what the content of the message is saying. You are members of your state's board of education. You are tasked with coming up with standards regarding the use of emojis as part of communication education. Do you feel that emoji education should be added to the curriculum? Why? How could your standards also help others who are not currently in school? How will you test if the standards are working?

Round II

In 2020 the Covid-19 pandemic gave communities a crash course in digital communication. This included schools who now were tasked with quickly pivoting to digital learning models including zoom and google. Four years on some aspects of these digital learning environments still exist. For example in winter months schools may elect to do an online day rather than closing due to weather. You are on your local school board and are tasked with evaluating the effectiveness of hybrid learning. What are some of the successes of the past few years that you feel should be kept? What lessons and changes could be implemented moving forward? How will you measure if your plans are working?

Round III

Businesses of all shapes and sizes are constantly trying to find customers. They focus heavily on trying to identify their ideal customer by thinking about all aspects of their person including gender, age, likes, preferences, hobbies, etc. It seems no detail is too minute to be of value. However some feel that companies are inadvertently self segregating and not opening themselves to new opportunities. You are on the marketing team at a company in your community. You have precious few dollars to spend on advertising. What ethics should you consider when determining where your money should go? Is it good to build a customized profile that only targets who you think is your customer or should you cast a wider net? How can you use advertising to help reach those who don't know that you exist?