

New Jersey FFA Association Chapter Challenge

An Advocacy Initiative Sponsored by the
New Jersey Agricultural Society

2016-2017



The Chapter Challenge is an opportunity for chapter members to advocate on behalf of FFA, agricultural education, career and technical education, and the industry of agriculture.

Chapter Challenge Official Rules

What is the Chapter Challenge?

The Chapter Challenge is an opportunity for chapter members to advocate on behalf of FFA, agricultural education, career and technical education, and the industry of agriculture. As a chapter member, you have been given countless hours of training and coaching that enable you to communicate key messaging on behalf of our industry. That training, coupled with your rich experiences in FFA, make you some of our best advocates. This challenge provides you with an opportunity to further your growth and development while taking advantage of the opportunities that are at your disposal.

You'll find that many of the objectives of this challenge align with activities on your program of activities (POA). This challenge is meant to highlight the already existing functions of a chapter, and document them in a way that showcases your impact. To put it another way, you'll be accomplishing most, if not all, of the criteria of the challenge simply by completing your chapter's POA. The challenge just encourages you to shine a light on the great work you're already doing!

What do I need to do to be successful?

This challenge is all about **telling your story** in order to demonstrate impact. As leaders within FFA and agriculture, your experiences and your training are the best tools in your arsenal. Still, there is strength in numbers. This is a chapter challenge, not an individual challenge. Below are some tips that will help you and your fellow members complete this challenge successfully:

- **Play to your strengths.** Each of us has talents and interests that make us stand out from one another. Identify where you might be able to leverage these within the specific objectives of the challenge. The challenge isn't about every member playing a part in every objective; you'll be successful when you allow one another to specialize in an area where talent and passion meets.
- **Recognize your ability to grow.** Ray Kroc, the entrepreneur who started McDonald's, once said "When you're green, you're growing. When you're ripe, you rot." Continue to pursue growth opportunities and embrace your potential for continuous improvement.
- **Find a mentor.** There are folks who are paid to tell a story. Engage them. You'll find your greatest mentors to be those who earn a living by communication and advocating. They work for agribusinesses and non-profits within your state and their expertise will prove to be invaluable.
- **Seize the moment.** Advocacy happens with every conversation. Has your official dress started a conversation in the Wal-Mart check-out line or on an elevator ride? Use these experiences as practice for delivering your sound bites and key messages. Try advocacy on for size then step back and reflect on how you could have improved. While we can't measure every advocacy opportunity in this challenge, rest assured that every instance helps you tell your story.
- **Follow the rules.** Everything that you need to be successful is in this Official Rules guide. There are no secrets; the rubrics and judging criteria are available to you from the start of the challenge. Use these suggestions and the resources available to you and your chapter could be the winner of the 2014 Chapter Challenge!

How do we tell our story?

In order to complete the challenge, chapter members will have to tell their story through four channels:



Each member of your chapter has a different story to tell. Having said that, use your resources to divide and conquer. Not every member needs to be engaged in all four channels. Think about where experience, talents, and strengths lie and be strategic about how your stories are told. You'll document each channel and submit your result to the New Jersey FFA Association. Submissions will be scored by the criteria outlined in this Official Rules guide.

The Four Channels of Storytelling

Use of Local Media

There are only a handful of times you will have the opportunity to impact thousands of people's opinions in a few seconds. A media interview is one of them. Through engagement of the mass media, you will have the chance to provide basic agricultural literacy to the general public. This channel will give you an opening to promote FFA, agricultural education, and agriculture, the economic basis of our nation and organization. Ideally, this should be a dialogue between you and a journalist. However, press releases, public service announcements, podcasts and other one-sided broadcasts are methods of telling your story that will be accepted, but they must be initiated by the chapter.

Challenge: Promote agriculture literacy and the impact of Agricultural Education/FFA in your community through a mass media outlet such as television, radio, or newspaper.

To satisfy this channel, submit a transcript (video, audio, or written) of the interview and describe the size and scope of the media outlet's audience. If the interview was captured on video or audio, speak with the media outlet that interviewed you and ask for your own copy. If the interview was published in printed form, provide a hard-copy.

	HIGH • 25 - 17	MID • 16 - 9	LOW • 8 - 0
Multiple Local Media Outlets	Uses two or more local media outlets; develops content specific to each	Uses two or more local media outlets with similar or redundant messaging	Uses one local media outlet to drive all content
Content of Message	Messaging is relevant and targeted to a specific audience	Messaging is generally relevant; but isn't targeted to a specific audience	Messaging lacks substance, relevance, and specific target audience
Audience	Message was shared with a large audience	Message was shared with a medium audience	Message was shared with a small audience
Call to Action	Messaging specifically encourages readers/viewers to act and has clear purpose	Messaging contains calls to action, but without a clear purpose	Messaging fails to encourage audience action
			TOTAL: ____ / 100

Online Video

How fast does it take a video to go “viral”? We have seen the power and influence of “So God Made a Farmer” and the rapid movement of something as silly as Lil Fred’s “Farm it Maybe” parody. An online video is a chance to tell your story to business and industry folks who may not know what FFA is or how it plays an incredible role in the future of agriculture.

Challenge: Create a video to showcase FFA, relate FFA to the current needs of the agricultural industry and what role our members will play in the future of agriculture.

Submit a copy of your video on a flash-drive with the rest of the items for this challenge. Your submission will be scored using the following rubric:

	HIGH • 20 - 14	MID • 13 - 7	LOW • 6 - 0
Video Quality	Video production quality is high with well composed shots and seamless editing; high-definition preferred.	Video production is well done with evidence of smart shot selection but fails to be a seamless user experience	Video production quality is low with shaky cameras, jump cuts and poor editing
Video Content	Messaging content is on target and relevant to give objectives.	Messaging content is mostly related to given objectives	Rationale for video isn't evident and does not relate to give objectives
Creativity	Video design and delivery are creative and original	Video design and delivery are somewhat creative.	Video design and delivery are standard and do not stray from the norm.
Video Length	Video length feels appropriate (typically less than 3 minutes)	Video feels slightly too long or slightly too short. Messaging diluted due to length.	Video misses mark on length and subsequently makes little impact on viewer
Call to Action	Video incorporates strong and memorable call to action, ideally related supporting agricultural education and FFA	Video features call to action but has little motivation or relevance	Video has no call to action and doesn't encourage viewer to seek next steps
			Total: ____ / 100

School & Community Outreach

All too often, when we talk about key issues, we talk to those who are familiar faces and don't need to hear our message. This is your chance to connect with influencers in your school and community about the vital role agriculture and agricultural education plays in local communities. Focus on interacting with leaders outside of the worlds of agriculture and FFA. When you are meeting with a community civic organization, a school group/club or your school board of education, your mission is to engage school and community leaders in conversation around why agricultural education matters. Building relationships and rapport with decision makers in your school and community will not only strengthen agricultural education, but FFA as well.

Challenge: Engage a group of school leaders and a group of community leaders with limited knowledge of agriculture and agricultural education in dialogue that showcases the value that agriculture and agricultural education/FFA brings to local communities.

To satisfy this channel, submit a document describing each visit in detail. Summarize the talking points you used, submit any presentation materials, and insert four photos from each meeting. You'll also be asked to provide a summary of each school and community group, including their purpose or mission and list your intended outcomes from each meeting.

	HIGH • 25 - 17	MID • 16 - 9	LOW • 8 - 0
Content of Presentations	Presentations are relevant and targeted to a specific audience	Presentations are generally relevant; but aren't targeted to a specific audience	Presentations lack substance, relevance, and specific target audience
Multiple Outreach Opportunities	Reaches out to more than one school group and more than one community group	Reaches out to at least one community group and one school group	Reaches out to one group (community or school)
Call to Action	Presentations specifically encourage participants to act and have clear purpose	Presentations contain calls to action, but without a clear purpose	Presentations fail to encourage audience action
Delivery	Documentation includes detailed audience summary and photos of the presentation being delivered.	Evidence of presentation delivery is present but lacks detail and substance.	Documentation is missing or contains little to no evidence of delivery.
			Total:___ / 100

Social Media Capstone

Throughout this challenge, you'll have a number of opportunities to tell the story of FFA, agricultural education, career and technical education, and the industry of agriculture. While these opportunities are of critical importance, they are brief. Telling our message is important, but staying on their radar is vital. One of the best ways that we can stay engaged with the general public, agricultural enthusiasts and decision makers at all levels is through the use of social media.

Challenge: During each opportunity that you have to tell your story, direct your audience back to your chapter's social media sites. Keep your audience engaged well beyond your meeting by showcasing what FFA looks like in action, every day, all year long!

Whether your chapter is using Facebook, Twitter, Instagram, or blogs (maybe even all four!), your social media sites are the capstone of the Chapter Challenge. Since this channel is the challenge capstone, you'll notice that it carries more weight than other channels. Submit a Social media plan for your chapter, as

well as, your chapter's Facebook url, Twitter handle, Instagram username, blog url and/or the information for any other social media sites. Your submission for this channel will be based on the following rubric:

	HIGH • 25 - 18	MID • 17 - 8	LOW • 7 - 0
Clear Purpose	Use of networks to showcase FFA is clear with no explanation needed	Networks showcase FFA but seem to have various other defined purposes	Networks have little to no purpose; Content is confusing or random
Multiple Networks	Uses two or more social networks in a professional way; develops content specific to each	Uses two or more social media networks with similar or redundant messaging	Uses one social media network to drive all content
Content of Message	Messaging is consistently personalized, and relevant	Messaging is generally relevant; but isn't targeted to a specific audience	Messaging lacks substance, relevance, and specific target audience.
Frequency	Messaging is consistently fresh and updated on regular intervals	Messaging is updated frequently, but on an inconsistent basis	Messaging is updated infrequently and inconsistently
Facilitates Interaction	Messaging encourages audience dialogue and broadens network through intentional use of tagging and sharing	Messaging encourages interaction; but does so without clear strategy or purpose	Messaging does not actively encourage interaction; content lacks opportunity for dialogue.
Call to Action	Messaging consistently encourages users to act outside the world of social media	Messaging contains calls to action, but on an inconsistent basis	Messaging fails to encourage audience action.
			TOTAL: _____ / 150

What's in it for me?

Well, for starters, the prosperity of FFA, agricultural education, career and technical education and the industry of agriculture, both in your community and across the state. You've been given remarkable experiences as a result of this organization and advocating on its behalf is how you ensure that others will continue to have those same opportunities. You're also receiving skills and training that are not limited to the objectives of this challenge. Your experiences as an advocate can be transferred to any of your passions.

If you're looking for something more tangible, you should know that the winning chapter will be recognized with a plaque and a \$150 check at the State FFA Convention. The winning chapter's video will be played during the State FFA Convention. Second and third place teams will receive \$100 and \$50 respectively. Their videos may or may not be used during the State FFA Convention. This award is sponsored by the New Jersey Agricultural Society.

How do we enter?

Each chapter in good standing is eligible to compete in the challenge, which runs from April 1, 2015 through March 31, 2016. All items must be postmarked by Friday, April 1, 2016 in order to be accepted. The top three chapters will be announced and recognized during the State FFA Convention in May.

2014-2015 Chapter Challenge Checklist

Chapter Name: _____

Media Interview Evidence

Evidence should include written transcript or video/audio of interview. Also include any published documentation. Describe the size and scope of the media outlet's audience.

Online Video Evidence

Evidence should include a copy of the video on a flash drive or other comparable memory device. Video must be able to be viewed on a PC in Real Player or Windows Media Player. Memory devices may or may not be returned. YouTube links are also acceptable but must be emailed to ag.ed.registration@ag.state.nj.us and included in the printed submitted materials.

School & Community Outreach Evidence

Evidence should include a document describing each visit in detail and include a summary of talking points, presentation materials used, and four photos of each visit. You must also provide a summary of each school and community group, including their purpose or mission and list your intended outcomes from each meeting.

Social Media Evidence

Evidence should include a social media plan and your chapter's Facebook url, Twitter handle, Instagram username, and/or other information for other media sites.

Items should be placed in a 8 ½" x 11" report binder that is no more than 1 ½" thick. This checklist (with appropriate signatures) should be placed in the front of the portfolio. Each of the four sections should be clearly labeled and put in order as listed above.

These items should be sent to the following address:

New Jersey State FFA Association
New Jersey Department of Agriculture
Office of Agricultural Education
369 South Warren Street
P.O. Box 330
Trenton, NJ 08625-0330

For questions, please contact Erin Noble at erin.noble@ag.state.nj.us or 877-243-3332

The signatures below certify that the submitted materials to be true, accurate, and complete. We hereby permit, for publicity purposes, the use of any information included in this application.

SIGNATURES

Chapter President: _____
print signature date

Chapter Advisor: _____
print signature date

School Administrator: _____
print signature date



New Jersey FFA Association Chapter Challenge

(adopted and modified from the National FFA Organization's State Officer Challenge)