

Ag Communications CDE Schedule | FFA Spring Skills Contest

Friday, April 19, 2024 | 8 a.m. – 11 a.m.

Computer Center Rooms

450 Auditorium Rd, East Lansing, MI 48824
Main Session Room 402

Students will need:

- If using provided computer:
 - Ability to use:
 - a web browser to access WordPress and Qualtrics
 - Microsoft Word
 - Adobe PDF
 - Ability to access email (send and receive)
 - Ability to access a google drive
- If bringing your own computer:
 - Ability to use a web browser to access WordPress and Qualtrics
 - Microsoft Word
 - Adobe PDF (ensure it is already pre-loaded on the computer)
 - Ability to access email (send and receive)
 - Ability to access a google drive

Time

Activity

8:00 – 8:15 a.m.

Team Check-in

- Please rename yourself with your full name, chapter, specific team name
- Please put this information in the chat and include the name of Practicum you compete today. Please also include your email where you can receive files to complete the practicum.

8:20 a.m.

Orientation and Quizzes

- Quizzes will start promptly at 8:30 a.m. ET
- Late teams may take the quiz upon arrival but will not receive extra time.

9:15 a.m.

Press Conference and Question Session

- Alumni Success Story: Stiles Pumpkin Farm & Back Road Blossoms
 - Casie Stiles

9:45 -11:00 a.m.

Practicum Competition and Instructions

- Website
- Blog Post and Social Plan
- Feature Story

Upon completion of the practicum and confirmation that the assignment has been received by your room host, participants may exit the room.

Ag Communications Contest Logistical Plan

Check-In and Introductions:

- Students must provide names of each contest and which practicum will be completed by each person on the team.
- Instructions regarding the flow of the program will be provided.

Tests:

- Students will move to the computer labs to take their tests.
- The tests will be delivered via two Qualtrics links that will be provided to students in the google drive or on the board in the room.
 - AP Style and Editing

Presentation:

- Students will return to the main room to listen to a presentation from a speaker about a topic related to alumni success.
 - Students will have the opportunity to raise their hand and ask questions
 - Students will be provided with a set of electronic files for their practicums
 - Students will be provided a google drive with materials.

Practicums

- Students will be move back to the computer labs
- There will be a room host in each room that will help explain the assignment and answer questions as possible.
- Students will be asked to:
 - download the files from google drive
 - use the files to complete the practicum
 - upload their completed files to a google drive or email directly to session host.

Website Practicum

- Develop a WordPress site
 - Communicate the press conference speaker's topic through design, navigation and use of the provided photos and graphics.
 - Minimum of 3 pages - content is not required on all pages:
 - At least one page designed with look and feel – text (fake), pictures, and links
 - Must include use of at least 5 images
 - Site navigation outline – what are the main parts of your website.
 - Should have consistent headers and footers banners.
 - Hyperlinks – at least 5
 - Email links
 - Contact lists
 - Provide an explanation in a word document to describe your choice of pages and photos.

Feature Story

- In-depth personal look at a topic
- Have depth and are designed to get a reaction
- Human Interest, Profiles, Behind the Scene, Seasonal or How-To
- Not Opinion or Creative Writing – Still Factual
- Variety of Styles
 - Inner story and outer story
 - Narrative, news, narrative
 - Flashback, dramatic moment, etc.
- Typically 300-500 words
- Still must cover: who, what, why, when, where

Blog Post and Social Media Plan

- Create plan outlining your topics and general content of 5-7 posts you would write about and complete one
- Fun Headlines, select a theme
- Written in first person, create a tone that matches the way you speak
- Between 200 and 300 words
- Includes pictures (2) or video
- Multiple links to sources or other information (5)
- Avoid jargon and clichés
 - Invite comments, be sure to respond to comments