

Ag Communications CDE Schedule | FFA Spring Skills Contest

Friday, April 11, 2025 | 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 Qualtrics, Canva, Adobe Express
 - 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 Quiz

- Quiz 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

- Commercial Beekeeping:
 - Ana Heck, MSU Extension Educator

9:45 -11:00 a.m.

Practicum Competition and Instructions

- Magazine Design
- Social Media 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.

Test:

- Students will move to the computer labs to take their tests.
- The test 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.
- **Feature Story (100 points)**

Writers will write a news story for FFA New Horizons magazine using the materials provided and press conference information. It should be written for the magazine's target audience, have a strong focus and lead (opening paragraph), and include a headline. Although the news writer will provide their copy to the magazine designer for placement in their layout, news writers must also submit a PDF of their story for judging. Feature stories should be 350-500 words in length.
- **Magazine Layout Design (100 points)**

Designers will use the press packet and information gathered in the press conference to develop a magazine layout for FFA New Horizons using the feature story text written by the news writer. Various photos, graphics, and logos will be provided for use in these layouts. Designers may use any page layout software available (i.e., Canva, Adobe Express, InDesign, etc.) if it appropriately tells the story and represents a design in FFA New Horizons. The magazine designer must use the text written by the news writer. Layouts will be saved and submitted in a PDF for judging.
- **Social Media Plan (100 points)**

Social media planners will develop posts to accompany and promote their team's magazine story. The strategy should be for a one-week flight, involve at least three social media platforms (such as Facebook, Instagram, TikTok, Twitter, Snapchat, or others), and contain a minimum of seven posts. Students may use any design software to create the posts (Canva, Adobe Express, Photoshop, Illustrator, InDesign). These are all acceptable software for this practicum but are not the only software options available. The plan must be submitted in PDF format, including screenshots, links and/or embedded images of each created post. Downloaded posts and videos may be included in the social media package.