

# Virginia FFA Guide



Virginia FFA does not discriminate against employees, students, or applicants on the basis of race, color, sex, sexual orientation, disability, age, veteran status, national origin, religion, or political affiliation.

*The Virginia FFA Association is a resource and support organization that does not select, control, or supervise local chapter or individual member activities except as expressly provided for in the state FFA constitution, bylaws, or policies.*

# MARKETING PLAN

## **Philosophy for Virginia FFA Career Development Events**

Students are important customers of agricultural education and the FFA who recognize quality and value in products and activities. When provided an opportunity to fashion their educational experiences, they generally make wise decisions based on needs, perceptions, image and the opinions of others influence students. They value change based on their perceived personal needs as well as the needs of others. They sometimes value change for the sake of variety. Adults are concerned about the experiences of students and want to help organize experiences that will meet the future needs of students while accomplishing the purposes of agricultural education and the FFA organization. The Virginia FFA Association should assume the leadership role in developing and continuously improving relevant FFA career development events and awards. Although the Virginia FFA Association should be aware of the needs of local chapters and should react to those needs, it should help initiate opportunities that reflect relevant and emerging technology.

Virginia FFA career development events and awards should be developed with significant input from FFA members, teachers, partners, respective industry sponsors, and others involved in agricultural education. Virginia career development events and awards should reflect instruction that currently takes place in the entire agricultural education program, including classroom instruction, laboratory instruction, individualized instruction, and/or supervised agricultural experience. However, it is appropriate for the state organization to develop career development events and awards that stimulate instruction in emerging areas that reflect both current and future community, national, and global work force needs. The authority for insuring the relevance of an FFA activity is ultimately vested in the Virginia FFA Advisory Council.

The state association should promote individual, chapter, and team career development events and awards. Chapter and team career development events and awards should be based on cooperation and teamwork while recognizing the value of competition and individual achievement. The role of career development events and awards is to motivate students and encourage leadership, personal growth, citizenship, and career development.

Students should be recognized for achievement in career development events and awards. Quality standards should be used as a basis for achievement. The state association should ensure that the recognition is appropriate and meaningful. Recognition for achievement should be reflective of the total effort required by the chapter/team/individual and should take place at all levels of participation.

The Virginia FFA Association shall encourage accessibility and provide opportunities for achievement and recognition for students with diverse backgrounds. High expectations should be consistently communicated to those who are involved in career development events and awards.

## **GENERAL RULES and OFFICIAL POLICIES**

*Violations of any of the following rules may be grounds for the event superintendent to disqualify the participants.*

State FFA Staff and CDE Superintendents will use the published rules and procedures to organize and implement the State FFA Career Development Events. Event activities may not be conducted due to lack of necessary materials, expertise or extreme impact to event budgets.

### **TEAM ACTIVITIES**

The primary goal of team career development events and awards is to develop individual responsibilities, foster teamwork, and promote communications while recognizing the value of ethical competition and the value of individual achievement. A team career development event/award requires two or more members from one chapter working cooperatively. Team career development events and awards are intended to be an outgrowth of instruction.

Team career development events and awards should:

- include problem solving and critical thinking.
- promote an appreciation for diversity by reducing barriers to participation.
- promote new directions and focus on future needs of members and society.
- include cooperative activities.
- encourage broad participation among members and recognize excellence within levels of experience.
- recognize individual and team achievement, develop general leadership, and recognize levels of ability.
- provide local recognition for superior performance at the state and national level.

### **ELIGIBILITY OF PARTICIPANTS**

- 1) Each participant must be a current bona fide dues paying FFA member in good standing with the local chapter, state FFA association, and the National FFA Organization at the time of the career development event (or by May 1 for the Virginia FFA, whichever date comes first.) In the event a participant's name is not on the chapter's official roster for the years in which the dues were payable to the National FFA Organization, a past due membership processing fee of \$35, in addition to the dues must be paid.
- 2) The participant, in a State Senior Career Development Event, must be:
  - a. A high school FFA member, (a graduating senior is considered eligible to compete in state career development events the convention directly after graduation.)  
(High school refers to grades 9-12.)
  - b. A middle school team consisting of all 8<sup>th</sup> grade FFA members.
  - c. While in school, be enrolled in at least one agricultural education course during the school year and/or follow a planned course of study; either course must include a supervised agricultural experience program, the objective of which is preparation for an agricultural career. For this purpose a student needs to be enrolled in at least one agricultural education course during the year they qualified for the event. If the student was previously enrolled in an agriculture class and was an FFA member, they may compete in a contest if they have scheduling issues (ex. Advanced Placement classes) that do not allow them be enrolled in an agriculture class but they must still have an SAE.
- 3) The participant in a State Junior Career Development Event must be:
  - a. at the time of the state competition has qualified as either a 7<sup>th</sup>, 8<sup>th</sup> or 9<sup>th</sup> grade member.
  - b. While in school, be enrolled in at least one agricultural education course during the school year and/or follow a planned course of study; either course must include a supervised agricultural experience program, the objective of which is preparation for an agricultural career. For this purpose a student needs to be enrolled in at least one agricultural education course during the year they qualified for the event.
- 4) The participant in a State Middle School Career Development Event must be:
  - a. At the time of the state competition has qualified as either a 6<sup>th</sup>, 7<sup>th</sup> or 8<sup>th</sup> grade member.
  - b. While in school, be enrolled in at least one agricultural education course during the school year and/or follow a planned course of study; either course must include a supervised agricultural experience program, the objective of which is preparation for an agricultural career. For this purpose a student needs to be enrolled in at least one agricultural education course during the year they qualified for the event.

- 5) To compete in the creed speaking event, the member has qualified as either a 7<sup>th</sup>, 8<sup>th</sup> or 9<sup>th</sup> grader by state convention.
- 6) CDE participants who start an event and do not complete the event without notifying event officials at the time of departure will be disqualified. This can affect the overall team rank and position. In some events this will also disqualify the entire team
- 7) The state supervisor/executive secretary of agricultural education must certify that participants are eligible. If an ineligible student is entered in any career development event, the entire team of which that student is a member may be declared ineligible.
- 8) The first contest that a school wins in the current year will be the contest that the individuals on that team will represent Virginia at the National FFA Convention. To explain, if an FFA chapter puts more than one current winner of an FFA contest on an additional team, then the second place team will be declared the State Winner and will compete at the National FFA Convention. If one person is a duplicate and the National rules allow for a three-person team, then the first place team will represent Virginia. If a student that wins a contest is declared ineligible, or cannot attend the Convention, then the other members of the team will be allowed to compete for individual awards only. (A medical waiver may be granted if a member of a winning team is unable to attend due to a medical condition.)
- 9) Individuals who have been state winners or have represented the state in any official national FFA career development event are not eligible to enter the same FFA event again. However, FFA junior division state winners are eligible for state senior division. Individuals on a state winning team cannot compete in that division again.
- 10) A chapter may enter any number of career development events; however, a chapter may have no more than one team in each division in each event.

### **CHECK-IN**

Participants will check-in at the state FFA convention as indicated in the annual State Guidelines. Dates, hours and place of check-in will be sent annually to the agricultural education teacher. All participants will be given an identification number by which they will be designated throughout the event.

### **ADDITIONAL OPERATIONAL PROCEDURES AND POLICIES**

- 1) **Emergency Conditions:** Under emergency conditions, a state team participating in a Virginia FFA Career Development Event may be made up of less than the required members. Fewer than the required number could compete if an emergency condition such as illness, death in the family or an act of God would occur. Those individuals competing would still be eligible to qualify for individual awards.
- 2) Event committees will strive to divide teams into groups so that no two participants from a team will be in the same group. In any case, no two members will be placed side-by-side.
- 3) **Disqualification:**
  - a. Any communication, verbal or non-verbal between participants during a career development event will be sufficient cause to eliminate the team member involved from the career development event. The only exception to this would be communication between team members during the team activity portion of a given career development event.
  - b. Teams arriving after the career development event has begun may be disqualified or penalized. No member substitutions may be made after the career development event begins.
  - c. Any assistance given to a team member from any source other than the career development event officials or assistants will be sufficient cause to eliminate the team from the career development event.
  - d. Event superintendents may stop any participant if they deem their manner to be hazardous either to themselves or others. Such stoppage shall deem the individuals disqualified for that section of the career development event.
  - e. CDE participants who start an event and do not complete the event without notifying event officials at the time of departure will be disqualified. This can affect the overall team rank and position. In some events this will also disqualify the entire team.
  - f. Participants will not be allowed to utilize personal electronic communication devices, other than those approved by the event officials, during the entire course of the event. Participants who access personal electronic communication devices without prior approval of the event officials will be disqualified.

- 4) Advisors
  - a. Advisors are not allowed to be in contact with their students at any point or time during the competition.
  - b. Advisors may only be allowed at the contest site if they are assigned to supervise a group or part of the contest
- 5) Participants are expected to observe the National FFA Code of Ethics and the Proper Use of the FFA Jacket during the career development events. (Please see the latest edition of the Official FFA Manual.)
- 6) Official FFA dress is highly recommended for all participants where appropriate and is required for the awards presentation and recognition.
- 7) Participants or advisors will not be allowed in the career development event area as designated in the specific career development event rules. Infractions of this statement may result in team disqualification.
- 8) Accessibility for all students—all special needs requests should be submitted two weeks prior to the event for scheduling of assistance during event.
- 9) Results of all Virginia State FFA Career Development Events will be announced during sessions at State Convention.

### **TEAM AND INDIVIDUAL AWARDS**

The ranking of teams and individuals in each of the career development events will be on the basis of three logical groups within the total range of scores. Awards will be distributed to the winning teams and individuals at award programs following the completion of the career development events.

### **VIRGINIA FFA ADVISORY COUNCIL**

Purpose: To advise the State Staff on issues impacting both FFA Career Development Events and Awards to ensure:

- 1) All activities are consistent with industry needs.
- 2) All activities are available to all members.
- 3) All activities are conducted openly, fairly and in a quality manner.
- 4) Cooperation among various activities occurs, to the degree possible, to promote the interconnectedness of agriculture (i.e. forestry and agricultural mechanics or farm business management and dairy or livestock) and agricultural education (classroom, SAE, FFA).
- 5) New and innovative activities are being put forward for consideration.
- 6) As many students as possible have the opportunity to participate.
- 7) A constant process of local advisor in-service on proper use of these activities as tools for learning is being championed.
- 8) All activities are operated consistently with Advisory Council policy.
- 9) Activities are conducted within available budgets approved by the FFA Advisory Council and, if appropriate, Virginia FFA Foundation Board.

The Virginia FFA Advisory Council is a committee made up of sixteen members from all across the Commonwealth that meet bi-yearly. Along with sending their advice on important issues to the National FFA Board of Directors, the Council also discusses the past year's events, how to advance their association in the future, and address the suggestions and concerns brought up by agricultural teachers and other leaders of agriculture.

#### Membership of the Advisory Council

- 1) Ten members of the Virginia FFA Advisory Council are selected by the areas.
- 2) One member, who is agricultural education middle school advisor.
- 3) One member, who is a representative from Virginia Tech.
- 4) One member, who is a representative of Virginia State.
- 5) One member, who is the State FFA Advisor.

- 6) One member, who is a representative of FFA members, selected when elected State FFA President.
- 7) One member, who is the State FFA Specialist (State FFA Executive Secretary.)

#### Term

Members serve a three-year term except for the one FFA member representative who will serve a one-year term.

#### Chair

The chair of the advisory committee on awards and career development events will be elected each year.

#### Meeting Schedule

- 1) Annual fall meeting to report on the completion of activities at convention and provide input into the winter meeting agenda.
- 2) The annual spring meeting will allow for most of the committee's work to be conducted as a whole group and in sub-groups focused on specific issues or specific types of activities (e.g. team career development events, individual awards, chapter awards).

Local advisors should submit concerns suggestions to the state FFA Specialist/chair of the advisory board and their area representative at least two weeks in advance of the meeting.

#### **Rules Committee on State Career Development Events**

The advisory committee will meet only when needed and will make all final decisions on interpretation of the rules and regulations of the State FFA Career Development Events or awards programs.

Official judges' decisions are final. The announced results are the official results and awards may be duplicated as a result of the appeal.

#### **Conflict of Interest**

If there is a violation of a student whose advisor is a member of the advisory board, the advisor may not vote on the violation. A teacher from that area maybe used to fill in for the advisor whose student has possible committed the violation.

## Official Dress Recommendations, Number of Participants, and Number of Scores from Team Total

Event	Official Dress Appropriate	Number of Participants	Number of Scores Allowed (per team) for Team Total
Agricultural Communications	Yes	5	5
Agricultural Issues Forum	Yes	3-7	Team Score Event
Agricultural Mechanics Sr.	FFA Shirt	4	Top 3 Scores
Agricultural Mechanics Jr.	FFA Shirt	3	3
Agricultural Sales	Yes	4	4
Crops Judging	*Yes/FFA Shirt	4	3
Computer Applications	Yes	1	1
Creed Speaking	Yes	1	Individual Event
Dairy Cattle Evaluation	*Yes	4	Top 3 Scores
Dairy Cattle Handlers' Activity	White/Jacket	1	Individual Event
Dairy Foods	Yes	4	Top 3 Scores
Envirothon	*Yes/FFA Shirt	5	5
Extemporaneous Public Speaking	Yes	1	Individual Event
Farm Business Management	Yes	4	Top 3 Scores
Floriculture	*Yes/FFA Shirt	4	4
Food Science and Technology	Yes	4	4
Forestry Field Day	FFA Shirt	7	7
Forestry Senior	FFA Shirt	4	Top 3 Scores
Forestry Junior	FFA Shirt	4	3
Horse Evaluation	*Yes	4	Top 3 Scores
Horse Hippology	Yes	4	Top 3 Scores
Horticulture Demonstration	FFA Shirt	1-2	1-2
Job Interview	Yes	1	Individual Event
Jr. Dairyman's	FFA Shirt	4	Top 3 Scores
Jr. Forester's	FFA Shirt	4	Top 3 Scores
Jr. Stockman's	FFA Shirt	4	Top 3 Scores
Livestock Evaluation	*Yes	4	Top 3 Scores
Marketing Plan	Yes	3	Team Score Event
Meats Evaluation & Technology	FFA Shirt	4	Top 3 Scores
Middle School Agriscience Technology	FFA Shirt	4	3
Middle School FFA Quiz Bowl	Yes	4	4
Middle School Food & Fiber	FFA Shirt	4	3
Middle School Plant Science	FFA Shirt	4	3
Middle School Small Animal Care	FFA Shirt	4	3
Nursery/Landscape	FFA Shirt	4	Top 3 Scores
Parliamentary Procedure Senior	Yes	6	Team Score Event
Parliamentary Procedure Junior	Yes	6	Team Score Event
Poultry Evaluation	FFA Shirt	4	Top 3 Scores
Prepared Public Speaking Senior	Yes	1	Individual Event
Prepared Public Speaking Junior	Yes	1	1
Small Engines	FFA Shirt	1	1
Soils Judging	FFA Shirt	4	Top 3 Scores
Tractor Operator's	FFA Shirt	1	1
Tractor Troubleshooting	FFA Shirt	2	2

Please remember that all participants are required to wear complete official dress, as outlined in the National FFA Official Manual, to all award functions.

**\*Official Dress is required for the reasons part of this CDE**

**-An FFA Shirt is any shirt purchased from the National, State or Local FFA or any plain shirt that has an FFA emblem or FFA sticker on it.**

# MARKETING PLAN

## I. PURPOSE

To assist students in the understanding of the marketing process through the development and presentation of a marketing plan.

## II. OBJECTIVES

1. To develop an understanding of the marketing plan process.
2. To provide an activity to focus student and community attention on the agri-marketing curriculum.
3. To allow students to explore and prepare for possible careers in agri-marketing.
4. To help develop partnerships and improve relations with agricultural industries, local FFA chapters and the general public.

## III. EVENT RULES

1. **Team Make-up-** A team representing a chapter will consist of three members. There are no alternates allowed in competition. Only the three certified team members can take an active role in the set-up of props, in the presentation of materials or in the use of technology during the presentation.
2. It is highly recommended that participants be in official FFA dress at all events.
3. At least three qualified judges will be used. Judges should be selected to represent a mix of industry, education and communication, if possible. They should have some understanding of the marketing planning process.
4. Three copies of the plan must be submitted at the time of check in at state convention.
5. A timekeeper will be designated, possibly from one of the three judges.

## IV. EVENT FORMAT

### A. DESCRIPTION OF EVENT

The Marketing Plan CDE is designed to help students with developing practical skills in the marketing process through the development and presentation of a marketing plan. Students research and present a marketing plan for an agricultural product, supply or service. It is intended as a competitive activity involving a team of three persons working for a local community agribusiness to support the FFA's outreach mission.

Local chapters may involve the entire chapter, a specific agriculture class or a three-person team. The intent is to have a three-person team present the results of primary research involving the local community that provides a reasonable and logical solution to a marketing problem.

Understanding of the marketing process is manifested in the marketing plan, which is presented in a five to eight page document and in a live presentation before qualified judges. Though only three individuals are on a team, any number of students may assist with the primary and secondary research.

### B. EQUIPMENT

The team must provide all equipment for the contest.

## C. TEAM ACTIVITY-

### 1. WRITTEN PLAN- (35 Points)

- a. Select a local community agricultural business that serves the community, and decide on the product or service for the marketing plan. Work with either existing or start-up situations. Plan to work with an off campus organization. **Do not use your chapter as a client.**
- b. Emphasis should be placed on the “value added” concept using marketing techniques to increase the value of products or services.
- c. A marketing plan deals with the future. Historical information is very valuable, but the actual plan must be a projection. A plan presented in the current year should be developed for the following year. A two-year timeframe might be needed, which would mean the inclusion of the two years following the current year. Marketing plans may vary from one to ten years depending on your client and the type of product or service.
- d. The project outline should include the following aspects of the marketing process:
  1. Analysis of market – “Where are we now?” “Why were we hired?” (10 points)
    - a. Industry trends
    - b. Buyer profile and behavior
    - c. Competition’s strengths and weakness
    - d. Your product’s/firm’s strengths and weakness
    - e. Original research results
  2. Business Proposition – “Where do we want to be?” (5 points)
    - a. Key planning assumptions (cite sources of information)
    - b. Measurable and attainable goals - must be measurable, have completion dates, be specific and be attainable
    - c. Target market – identify specific market segments, which achieve your goals
  3. Strategies and Action Plan – How and when will we get there? (10 points)
    - a. Product attributes: size, quality, service, etc.
    - b. How will you distribute and sell?
      - 1) marketing channels
      - 2) physical distribution modes
    - c. What will be the price structure?
    - d. How will you promote the products? Which promotional activities, or combinations of activities, are appropriate for your product or service? How much promotion can you afford?
      - 1) personal selling
      - 2) direct sales promotion
      - 3) public relations
      - 4) advertising – mass media
    - e. Develop a mission statement and predict competitor reactions, if any.
  4. Projected budget – “How much will it cost to get there?” (5 points)
    - a. What will be strategies cost?
    - b. Pro forma income statement which highlights cost of the strategies on an incremental or start-up basis
    - c. Calculate the financial return of the marketing plan
  5. Evaluation – “Did we get there?” (5 points)
    - a. Specific measurement tools to measure the accomplishments of the goals at the end of the time period
    - b. Recommendations for future action and contingencies

### Written Plan Procedures

1. Three copies of the marketing plan must be submitted upon check in at state convention.
2. The document will not exceed eight pages and must be ten point or larger type size:
  - a. title page – project title, team name, state, and date[1 page]
  - b. text – marketing plan [5 pages]
  - c. appendices – surveys, graphs, maps, promotional pieces, etc. [2 pages]

3. Written Plan is a total 8 pages. The 8 pages are calculated on an 8.5" X 11" basis. Different formats and page sizes can be used as long as the document does not exceed the equivalent of 8 – 8.5" X 11" pages.

4. Written expression is important. Attention should be given to language, general appearance, structure and format.

## **2. LIVE PRESENTATION – (65 Points)**

1. Each team will be allowed 5 minutes to set up before their 15-minute time allowance begins and 3 minutes to reset the equipment, as they found it, after the presentation. If there is an equipment failure during the presentation, the team will be allowed five minutes to set up again.

2. A live presentation not exceeding 15 minutes duration should be planned and given. Five points will be deducted from the final score for each minute or major fraction thereof, over 15 minutes for the presentation. The timekeeper shall be responsible for keeping an accurate record of time. The presentation will be followed by 10 minutes maximum of "clarifying" questions Judges will ask at least one question for each member of the team.

3. The focus of the presentation should be to the top management of an agribusiness or farm. The team should assume the role of a marketing consultant, as found in industry. The team will inform the judges of their role in the team's presentation.

4. Visual aids are only limited by your imagination. Do not assume that the lights can be adjusted or the competition room can be drastically remodeled. Scoring will be based on how effectively visual aids are used, not how elaborate they are. Remember that visual aids should enhance and clarify what the speakers are saying; not replace them.

## **V. SCORING**

### **Written Plan**

Market Analysis	10 points
Business Proposal	5 points
Strategies and Action Plan	10 points
Evaluation	5 points
Budget	5 points
<b>Points Possible</b>	<b>35 points</b>

### **Live Presentation**

Marketing Process 25 points  
(Demonstrate understanding of the five parts of the marketing plan.)

Original Research 15 points  
(Evidence of meaningful original market research)

Effectiveness of the Presentation 10 points  
(Organization, professionalism, effectiveness of visuals and adherence to guidelines.)

Questions and Answers 15 points  
**Points Possible 65 points**

**TOTAL POINTS POSSIBLE 100 POINTS**

Teams shall be ranked in numerical order on the basis of the final score to be determined by each judge without consultation. The judges' ranking of each team then shall be added, and the winner will be that team whose total ranking is the lowest. Other placings will be determined in the same manner (low rank method of selection).

## **VI. TIEBREAKER**

Ties will be broken based on the greatest number of low ranks. Team low ranks will be counted and the team with the greatest number of low ranks will be declared the winner. If a tie still exists, then the event superintendent will rank the team's response to questions. The team with the lowest rank from the response to questions will be declared the winner. If a tie still exists then the team's raw scores will be totaled. The team with the greatest total of raw points will be declared the winner.

# Marketing Plan Score Sheet

State: \_\_\_\_\_ Chapter: \_\_\_\_\_

Team No.: \_\_\_\_\_

	Possible Points	Earned	Comments
<b>WRITTEN PLAN</b>			
• Market Analysis	10		
• Business Proposal	5		
• Action Plan	10		
• Evaluation	5		
• Budget	5		
<b>Written Plan Total Points</b>	<b>35</b>		
<b>PRESENTATION</b>			
• Marketing Process (Understanding and clear presentation of the five parts of the marketing plan)	25		
• Primary Research (Involvement in solving a local community-oriented agribusiness marketing problem)	15		
• Effectiveness of the Presentation (Organization, professionalism, effectiveness of visuals and adherence to guidelines)	10		
• Questions & Answers	15		
<b>Presentation Total:</b>	<b>65</b>		
<b>SUB-TOTAL (WRITTEN &amp; PRESENTATION):</b>	<b>100</b>		
<b>DEDUCTIONS</b>			
Deduct 5 points for each minute, or major fraction thereof, the presentation went over 15 minutes			
<b>NET TOTAL POINTS</b>			
<b>TEAM RANKING:</b>			

\_\_\_\_\_  
Judge's Name

\_\_\_\_\_  
Judge's Signature

\_\_\_\_\_  
Date

## MARKETING PLAN CAREER DEVELOPMENT EVENT

### What is it?

Participate in this CDE to develop practical skills in the marketing process by developing and presenting a marketing plan. The plan promotes a current or proposed agricultural product, supply or service. In competition, your team presents its plan and answers judges' questions.

### Career Opportunities

#### *Career Clusters*

- Management and Financial Specialties
- Marketing, Merchandising, and Sales

#### *Career opportunities found in the career cluster areas:*

- **Management and Financial Specialties** – agricultural market analyst, marketing manager
- **Marketing, Merchandising, and Sales** - account executive, advertising manager, commodity broker, forest products merchandiser, grain merchandiser, marketing manager, grain broker

### Educational Requirements

**Bachelor Degree** – agricultural market analyst, marketing manager, account executive, commodity broker, forest products merchandiser, grain merchandiser, marketing manager, grain broker

### SAE Opportunities

Creating and maintaining an agricultural website, raising and marketing flowers at a farmer's market, employment at a company that is responsible for marketing an agricultural commodity, raising market livestock animals

### Proficiency Award Areas

Agriculture Sales and/or Service