

Objective:

To develop the ability of FFA members to competently express themselves and to provide an educational opportunity to learn about the methods of doing business through agricultural cooperatives.

A. Rules and Regulations

1. The event is open to all FFA members in good standing who are regularly enrolled in at least one agricultural education course at or above the ninth grade level during one or both semesters of the current school year, and who have not placed first in the state Cooperative Speaking Leadership Development Event (LDE) previously.
2. Each district will determine the number of individuals per school allowed to compete at the district level. Each district may send the top two individuals, with up to two additional individuals identified as alternates, to the state competition regardless of ribbon color awarded at the district level.
3. In addition to the Cooperative Speaking LDE, a Cooperative Speaking participant may also compete in only one of the following events in a given year: Conduct of Chapter Meetings, Senior Parliamentary Procedure, or Agricultural Demonstration. They are not eligible to compete in any other individual (not team-based) Leadership Development Event in the same year that they compete in Cooperative Speaking.
4. Each speech shall be a maximum of eight minutes and a minimum of six minutes in length. A time indicator shall be provided at six minutes. One point will be deducted for each second over time or under time. A maximum of five minutes of additional time shall be allowed to each participant to answer questions asked by the evaluators.
5. A cover page shall be included at the front of the speech manuscript, and it must include the participant's name, chapter, "Cooperative Speaking Leadership Development Event", and the title of the speech. A bibliography in **APA style** must be included as part of the participant's manuscript and direct quotes from any other source of information must be in quotes on the manuscript and identified with the bibliography. **Charts and other visual aids, including audio-visual presentations, are allowed to assist the participant in delivering the message; however, no point changes should result from use or lack of use of audio-visuals.**
6. At the state competition the Nebraska FFA Association computer and display screen will be provided with Microsoft PowerPoint and access to the internet. Student may bring their own computer and appropriate adapter if desired. Students will be responsible for bringing, or accessing online, their own digital presentation if they so choose to use one. Students will have a maximum of 5 minutes to set up their visual aids immediately prior to the start of their presentation time. Nebraska FFA Association will not collect visual aids prior to the event to preload on provided computers.
7. The participant's use of a manuscript is prohibited at the district and state events; index cards are acceptable.
8. The participant will submit an electronic typewritten copy of the complete manuscript, including the cover page and bibliography, for the state event. District event coordinators shall determine and communicate the number of copies required for the district level of competition. The copies must be brought to the district event as instructed by the district coordinator. For state competition, manuscript copies must be submitted to the Nebraska FFA state office by the date designated on the Nebraska FFA Associate website.

9. There is no assigned topic. Topics must be related to the cooperative way of doing business and benefits and impacts of agricultural cooperatives.

Suggested resources include contacting local cooperatives or the Nebraska Cooperative Council, and reviewing related Web sites. Participants are highly encouraged to rely heavily on personal interviews and experiences at cooperatives rather than generic information available to the general public through common Web sites.

B. Suggested Guide for Conducting District FFA Cooperative Speaking Leadership Development Event

Prior to the Event

1. The order of appearance to be used shall be determined in advance of the event.
2. Provide the following to each evaluator:
 - a. Cooperative Speaking Rules (this document)
 - b. Scoring Rubric – one per participant
 - c. Official Score Card/Results Sheet
 - d. Order of Appearance Sheet
 - e. Manuscripts of Speeches

Start Event

1. Each participant shall be introduced by the individual coordinating the event. Introduction will include the participant's name and chapter.
Example: The following speaker is Alex Greenhand from the Blue and Gold FFA Chapter.
2. After the participant is finished, the timer must record the time and forward to the evaluators.
3. Each participant is to be allowed a maximum of five minutes of questioning by the evaluators. These questions are to be based on the speech content. The answer or the question must be stopped at the five-minute point.

After Event

1. Each evaluator shall total each participant's score and arrive at the placing. Discussion between evaluators is allowed and encouraged. Audience members and participants **shall not** be present during evaluator discussion.
2. Ribbons may be awarded according to the guidelines on the results sheets. The top four participants shall be ranked, regardless of their ribbon assignment, and up to two individuals regardless of their ribbon rating at the district level may advance to the state round of competition. Advancing speakers are to be of high quality.
3. A critique sheet shall be completed for each participant.
4. Two copies of the results should be completed on the form provided to the judges. List the name and chapter of each participant.
5. District FFA board representatives must verify membership of all state-qualifying participants within one week of the district event.

Event Attire

1. Each participant shall wear the official FFA dress as defined in the FFA Manual: A white collared shirt or blouse, official FFA tie or scarf, black trousers or skirt, black shoes, and FFA jacket.
2. Points may be deducted for variance from official dress.

C. Official Score Card

Topic Relevance	30
Thorough Explanation of Topic	40
Logical Order and Unity of Thought	20
Spelling/Grammar	35
Quality of Resources	30
Manuscript Written According to Guidelines	25
Oral and Non-verbal Communication	500
Response to Questions	300
Total.....	980

Time Penalty: one point shall be deducted for each second under time or over time

D. Awards Recognition

1. District Awards: Participants meriting awards shall be rated as purple, blue, red, or white and the top four participants shall be ranked by number (1st, 2nd, 3rd, 4th). Each district may send the top two contestants, with up to two additional contestants identified as alternates, to the state round of competition.
2. State Awards: Participants in the state event will be designated as gold, silver, or bronze medal recipients.

E. Suggested Cooperative Speaking LDE Topics and Best Practices

Suggested Topics: How do cooperatives contribute to rural development?

- What is the economic impact of cooperatives?
- What careers are available through cooperatives?
- How can people participate in cooperatives?
- How do cooperatives impact the Nebraska economy?

Suggested Best Practices:

- Visuals: Less than 15 words per slide if using electronic visuals with slides
- Visuals: Variety between words/images/color
- Visuals: Phrases, not sentences (unless a quote is being used)
- There are appropriate uses of longer quotes, but don't overuse them
- Cooperative current issues rather than historical messages are better received

COOPERATIVE SPEAKING EVENT CRITIQUE SHEET

Participant: _____

FFA Chapter: _____

INDICATOR	Very strong evidence of skill is present 5-4 points	Moderate evidence of skill is present 3-2 points	Strong evidence of skill is not present 1-0 points	Points Earned	Weight	Total Points
Topic relevance	Topic addresses a current topic of agricultural cooperatives.	Topic somewhat addresses a current topic of agricultural cooperatives.	Topic fails to address a current topic of agricultural cooperatives.		X 6	
Comments:						
Thorough and Informative explanation of topic	Information clearly stated and ample evidence is provided.	Information is unclear and evidence is not clearly provided.	Information is vague and limited; evidence is not provided.		X 8	
Comments:						
Logical order and unity of thought	Clearly organized and concise with strong introduction, body and conclusion layout.	Good organization with few statements out of place or lacking in clear construction.	Little to no organization is present; sometimes awkward and lacking construction.		X 4	
Comments:						
Spelling/grammar (sentence structure, verb agreement, etc.).	Spelling and grammar are extremely high quality with two or less errors in the document	Spelling and grammar are adequate with three to five errors in the document.	Spelling and grammar are less than adequate with six or more errors in the document.		X 7	
Comments:						
Quality of resources	Resources are from reputable sources.	Resources are from questionable sources.	Resources are unreliable and invalid.		X 6	
Comments:						
Manuscript written according to guidelines <small>*Judges are advised not to review manuscripts during presentations.</small>	5 points		0 points			
Double-spaced formatted to 8½" x 11" with 1" margins 12 point serif (Times new roman,					X 1	

Cambria, etc.) or sans serif font (Ariel, Calibri, etc.)						
Cover page with speech title, participant's name, chapter and event					X1	
APA style for references and citations					X3	
Comments:						
						Sub-total Points
						-one point per second over time or under time, determined by timekeeper
						Total Points

INDICATOR	Very strong evidence of skill is present 5-4 points	Moderate evidence of skill is present 3-2 points	Strong evidence of skill is not present 1-0 points	Points Earned	Weight	Total Points
Oral communication and non-verbal communication						
Supporting evidence	Examples (stories, statistics, etc.) are vivid, precise and clearly explained.	Examples are usually concrete and sometimes need clarification.	Examples are sometimes confusing leaving the listeners with questions.		X 15	
Comments:						
Effective use of evidence	Exemplary use of evidence to inform listeners.	Sufficient use of evidence to inform listeners.	Has difficulty using evidence to inform listeners.		X 15	
Comments:						
Pace	Speaks very articulately at rate that engages audience.	Speaks articulately but occasionally speaks too fast or has long unnecessary hesitations.	Speaks too slow or too fast to engage audience.		X 15	
Comments:						
Command of audience	Speaker uses appropriate emphasis and tone to captivate audience.	Speaker presents speech as mere repeating of facts and speech comes across as a report.	Speaker lacks enthusiasm and power to engage audience		X 20	
Comments:						
Eye contact	Constantly looks at the entire audience (90 to 100 percent of the time).	Mostly looks around the audience (60 to 80 percent of the time).	Occasionally looks at someone or some groups (less than 50 percent of the time).		X 10	
Comments:						
Mannerisms and gestures	No nervous habits are displayed. Hand motions are expressive and used to emphasize talking points.	Sometimes exhibits nervous habits. Hands are sometimes used to express or emphasize.	Displays some nervous habits. Hands are not used to emphasize talking points; hand motions are sometimes distracting.		X 10	
Comments:						
Poise	Portrays confidence and composure through appropriate body language (stance, posture, facial expressions)	Maintains control most of the time; rarely loses composure.	Lacks confidence and composure.		X 15	
Comments:						
						6 Page
Sub-total						

Response to questions						
Response to questions	Is able to respond with organized thoughts and concise answers.	Answers effectively but has to stop and think and sometimes gets off focus.	Rambles or responds before thinking.		X20	
Knowledge of topic	Answer shows thorough knowledge of the subject and supports answer with strong evidence.	Answer shows some knowledge of the subject but lacks strong evidence.	Answer shows little knowledge of subject and lacks evidence		X40	
					Sub-total Points	
					-1 point per second under 6 minutes or over 8 minutes by the timekeeper	
					Total Points	

COOPERATIVE SPEAKING EVENT SCORE SHEET

Participant: _____

FFA Chapter: _____

Content of Speech – 180 points				
INDICATOR	Very strong evidence of skill is present	Moderate evidence of skill is present	Strong evidence of skill is not present	Total Points
Topic relevance <i>(30 points maximum)</i>				
Thorough and Informative explanation of topic <i>(40 points maximum)</i>				
Logical order and unity of thought <i>(20 points maximum)</i>				
Spelling/grammar (sentence structure, verb agreement, etc.) <i>(35 points maximum)</i>				
Quality of resources <i>(30 points maximum)</i>				
Double-spaced formatted to 8½" x 11" with 1" margins, 12 point (Times new roman, Cambria, Ariel, Calibri, etc.) <i>(5 points maximum)</i>				
Cover page with speech title, participant's name, chapter and event <i>(5 points maximum)</i>				
APA style for references and citations <i>(15 points maximum)</i>				
Oral communication and non-verbal communication – 500 possible points				
Supporting evidence <i>(75 points maximum)</i>				
Effective use of evidence <i>(75 points maximum)</i>				
Pace <i>(75 points maximum)</i>				
Command of audience <i>(100 points maximum)</i>				
Eye contact <i>(50 points maximum)</i>				
Mannerisms and gestures <i>(50 points maximum)</i>				
Poise <i>(75 points maximum)</i>				
Response to questions – 300 possible points				
Response to questions <i>(100 points maximum)</i>				
Knowledge of topic <i>(200 points maximum)</i>				
Sub-total Points				
-1 point per second under 6 minutes or over 8 minutes by the timekeeper				
Total Points				

GENERAL COMMENTS: