

NC STATE UNIVERSITY

April 28, 2021

MEMORANDUM

TO: Advisors of Agricultural Communications CDE Teams

FROM: Carmen Bracey, State FFA Coordinator

RE: 2021 NC FFA Agricultural Communications Virtual CDE

Carmen Bracey
State FFA Coordinator
4158 Broughton, 2601 Stinson Drive
Campus Box 7654
Raleigh, NC 27695-7654
Office: (919) 513-0216
Mobile: (919) 883-6224
carmen_bracey@ncsu.edu

The 2021 North Carolina FFA Agricultural Communications Virtual CDE will be held on **May 25, 2021, beginning at 1:00 pm**. Media Plans are due by **5:00 pm on May 11** and should be emailed to carmen_bracey@ncsu.edu.

This event is open to any chapter in the state. Each chapter may submit one team to participate in the virtual event. A maximum of four participants will be allowed to participate per team. There will only be one division for this event. There will be no junior division. There are no registration fees for this virtual career development event.

May 11, 2021 — Online Registration Deadline

Advisors must register their team by the deadline in order to participate. Late entries will not be accepted.

To register, go to: <https://ncffa.org/ncffa-more/2020-2021-virtual-events/> and click on the "Ag Communications" link in the table. Please provide complete registration information for each student.

Advisors must provide a valid email address for each individual student at the time of registration. The email address for each student is needed to administer the online event to each specific student.

Student waivers are required for virtual career development events and must be uploaded at the time of registration. One virtual student waiver form has been created for all virtual career and leadership development events. The student waiver form is available in MS Word and PDF format on the registration website listed above. Waivers must have an original signature. Completed student waivers should be submitted online on the Ag Communications CDE Registration page. Accepted file types for uploading include: MS Word, PDF, JPG, and PNG.

Virtual Event Format

This virtual career development has been designed for students to participate from any location. Students may participate from the comfort and safety of their own home or any other location of their choosing. Students should participate individually and should not have other students in the same room with them during the event. Proctors will not be required. Students need access to

any device that has an internet browser, an internet connection and a working camera. The online event will be administered using Zoom. Please follow all local rules and regulations regarding group gatherings and school attendance.

North Carolina FFA Honesty Pledge

Students should participate individually. All work they do should be the result of their own efforts with no assistance from anyone or any type of reference material available in any form. At the very beginning of the virtual event, all students will have to agree to abide by the North Carolina FFA Honesty Pledge before they are able to participate.

Special Accommodations

Advisors should email carmen_bracey@ncsu.edu at the time of registration if any student requires any special accommodation to participate in the virtual career development event.

Agricultural Communications CDE Virtual Format

The Agricultural Communications CDE will contain all three parts – the media plan, the presentation of the plan, and the communications quiz.

Media Plan

Each chapter will submit their media plan following the Agricultural Communications CDE Project Plan event guidelines found online at:

https://ncffa.org/as/ncffa/i/chan/documents/Agricultural_Communications_CDE_2019-20.pdf

The completed media plan **should be emailed as one single PDF document to carmen_bracey@ncsu.edu by 5:00 pm on May 11, 2021.** Late plans will not be accepted.

The project theme for 2021 is:

Tell the story of a local FFA advisor.

Additional information can be found [here](#).

Communications Quiz

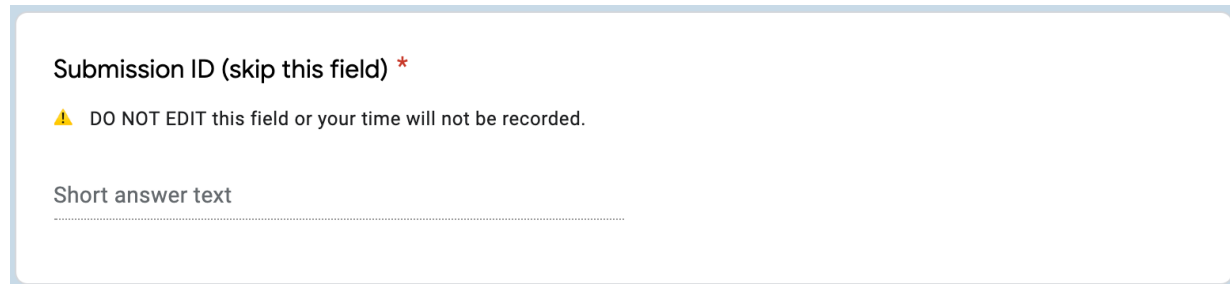
Each participant will take a 25-question multiple choice quiz (1 point per question) using Google Forms. Participants will have 25 minutes to complete the written quiz. A maximum team score of 100 points is possible. The communications quiz will be developed using references cited in the Agricultural Communications Career Development Guide available online at:

https://ncffa.org/as/ncffa/i/chan/documents/Agricultural_Communications_CDE_2019-20.pdf

Registered students will receive an email with a link on the morning of May 25, 2021, inviting them to participate in the communications quiz. The quiz will only be available from **1:00 pm to 1:30 pm on May 25, 2021**. The online quiz may only be accessed one time through the link in the email that is sent to the student.

Students will have 25 minutes to take the communications quiz. The online system has a timer bar at the top of the screen so students know exactly how much time they have remaining. **If students allow the time to expire and do not submit their quiz, none of their answers will be submitted and they will receive a 0.** This message is shared with the students when they begin the quiz; however, we ask that you please share this information with them before they begin the online quiz so they are prepared.

Every online quiz administered in Google Forms will have a section that says “Submission ID (skip this field).” There will be a unique number entered in this section with a warning to not edit the number. If the number is altered, then the time and quiz will not be recorded and the student will receive a 0. This section is required by the system in order to accurately submit and score each student’s quiz. A screenshot of this section is provided below for your information. The student should simply skip over this section as no action on their part is needed.

A screenshot of a Google Forms submission ID field. The field is titled "Submission ID (skip this field) *" in bold black text. Below the title is a yellow warning triangle icon followed by the text "DO NOT EDIT this field or your time will not be recorded." Below this is a "Short answer text" input field with a dotted line indicating where to enter text.

Presentations

Following the Communications Quiz on **May 25, 2021**, students will present their media plans via Zoom. These presentations will be recorded for scoring. No questions will be asked during the presentation.

Scoring

| Activities | Individual Points | Team Points |
|---------------------|--------------------------|--------------------|
| Media Plan | | 200 |
| Presentation | | 180 |
| Communications Quiz | 25 | 100 |
| Maximum Points | | 480 |

Final Results

When the media plans and presentations have been judged and all scores are tabulated, the results of the event will be shared via the NC FFA Listserv.

If you have any questions, please contact: Carmen Bracey, State FFA Coordinator,
carmen_bracey@ncsu.edu.