



## Missouri Institute of Cooperatives

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Dear Agricultural Educator:

MIC is pleased to provide **new curriculum and resources to foster learning about the cooperative form of business**. The **Cooperative Essentials Unit**, developed for MIC by Vivayic in close cooperation with DESE, has been added to the Ag Management, Economics & Sales curriculum.

The lessons are designed to complement MIC's *Public Speaking* and *Create Your Own Cooperative* contests. Our goal is to increase students' knowledge and also make it easier for your students to participate in the contests. Detailed information for the contests is enclosed. This information is also available at **[www.mic.coop](http://www.mic.coop)** with a special section of **resources for teachers and students**. In addition, MIC members are ready to participate and support the learning activities.

### Create Your Own Cooperative Contest

The purpose of the Create Your Own Cooperative Contest is to provide hands-on leadership and entrepreneurial experiences. This first-hand understanding of business development and cooperative organizations offers your students valuable tools to become effective business leaders. From the district winners of the Create Your Own Cooperative Contest, first and second place state winners will be selected. The state winner will be invited to attend MIC's annual meeting in early 2017. A member of the first and second place teams will receive an expense paid trip to a selected Cooperative Youth Leadership Institute. **MIC will also award the state winners and the top class or chapter in each district \$500.**

### Public Speaking Contest

The purpose of the FFA Public Speaking Contest is to foster a greater understanding of the cooperative form of business and to provide students an opportunity to enhance their skills in speaking about agriculture and the cooperatives that serve rural Missouri.

The theme for the 2016-2017 Contest is "**Cooperatives are Built to Serve**".

- Local, area and district contests will be held simultaneously with other speaking contests. The state contest for the MIC sponsored FFA Public Speaking Contest will be held in conjunction with the MIC annual meeting in early 2017. The state winner speaks at the MIC Annual Banquet on the evening of the state speaking contest.
- Cash awards are given to the top three contestants at the state level and their chapters. The first and second place state contestants will also receive an expense paid trip to a selected Cooperative Youth Leadership Institute.
- If you have a student interested in the contest please contact your district supervisor.

For more information or questions about the curriculum or the contests, please contact Kristi Livingston at 573-882-0140 or [LivingstonK@missouri.edu](mailto:LivingstonK@missouri.edu).

Thank you for giving so generously of your time to support students' opportunity to learn about cooperatives.

Sincerely,

Matt Staley  
MIC President and Chair, Cooperative Education Committee

# FFA Public Speaking Contest

The Missouri Institute of Cooperatives (MIC) annually sponsors the FFA Public Speaking Contest. Its purpose is to promote a better understanding of the advantages of the cooperative way of doing business. Through the public speaking contest, future leaders will be encouraged and inspired to become responsible citizens in a democratic society.

The title of the speech will be “**Cooperatives are Built to Serve**”.

MIC serves as a coordinating arm for Missouri cooperatives and works in close association with the University of Missouri and other state educational institutions. The public speaking contest provides an opportunity for MIC, the State Department of Elementary and Secondary Education, and vocational agriculture instructors of Missouri to work together on educational programs concerned with the basic principles of cooperatives.

## Awards

Plaques will be awarded by the Missouri Institute of Cooperatives to each of the district winners. Three awards will be presented to the state contest participants.

### First Place

- An all-expenses paid (tuition and travel) trip to a selected Cooperative Youth Leadership Institute
- \$150 to the contestant
- \$50 to the local FFA Chapter

### Second Place

- An all-expenses paid (tuition and travel) trip to a selected Cooperative Youth Leadership Institute
- \$100 to the contestant
- \$50 to the local FFA Chapter

### Third Place

- \$50 to the contestant
- \$50 to the local FFA Chapter

# **Rules & Other Information for the FFA Public Speaking Contest**

## **Instructions for Entry**

The FFA Public Speaking Contest will be open to all FFA members who are regularly enrolled in Vocational Agriculture courses during the current calendar year, or who are still in high school but have completed all the Vocational Agriculture courses offered. Any previous winner who represented his or her district at state contest will be ineligible to enter the contest again.

Each local FFA chapter will determine the local representative to the area contest. Area contests should be held during October, Cooperative Month.

Winners of the area contests will compete in a district contest. The FFA Public Speaking Contest Committee Chairman and District Supervisors of Vocational Agriculture will arrange for times and places for the district contests and select judges. The district contests must be held prior to December 15.

Missouri is divided into six FFA districts. Each district is eligible to send one district winner to state contest.

The State FFA Public Speaking Contest will be held in conjunction with the annual meeting of the Missouri Institute of Cooperatives. The MIC annual meeting is normally held during the first quarter of the year. Contestants are required to wear the FFA official dress when competing in the state contest.

## **Contest Guidelines**

Contestants will draw for order of delivering speeches. The program chair shall introduce each contestant by name.

A timekeeper will be designated to record the time used by each contestant in delivering his or her speech, noting under time and overtime, if any, for which deductions shall be made.

Three competent and impartial persons with an understanding of the cooperative form of business will judge the contest.

Prior to the contest the judges will be given typewritten copies of the contestants' speeches, which they will read and grade on content and composition, recording their judgment on the score sheet.

At the time of the contest, the judges will be seated in different sections of the room in which the contest is held.

Each judge shall formulate and ask questions. Questions shall pertain directly to the speaker's subject. Questions with two or more parts should be avoided.

When all contestants have finished speaking, each judge will total the scores and submit the score sheet to the program chair for determination of final ratings of the contestants.

Contestants shall be ranked in numerical order on basis of final score to be determined by each judge without consultation with each other. The judges' ranking of each contestant shall be added and the winner will be that contestant whose total score is the highest.

### **Preparation & Works Cited**

Each contestant's manuscript will be the result of his or her own efforts. Contestants are urged to contact representatives of local cooperatives or representatives of the Missouri Institute of Cooperatives for additional facts and data regarding cooperatives.

Information to help students learn more about cooperatives, including links to cooperative and research centers, is available at [mic.coop/curriculumresources](http://mic.coop/curriculumresources). There are several short videos that provide an excellent beginning place.

The speech should be prepared on double spaced typewritten pages of white 8.5" x 11" paper.

Contestants should include an accurate works cited giving credit to others where direct quotes, phrases, or special dates are used in the manuscript.

Winning contestants of the district FFA contests will submit three copies of their speech to the MIC chairman of the FFA Public Speaking Contest at least two weeks prior to the state contest.

Electronic submission of a Word document sent to [LivingstonK@missouri.edu](mailto:LivingstonK@missouri.edu) is preferred.

### **Time Limits**

Each speech shall be a minimum of six minutes in length and a maximum of eight minutes. Deductions of 1 point per second will be made from the score of each contestant for speeches under six minutes or over eight minutes in length. Each contestant will be allowed five minutes additional time in which he or she will be asked questions relating to cooperatives.

### **Scoring**

Scoring for the contest will be in accordance with the score card used in the National and State FFA Public Speaking Contests, as follows:

- Part 1 — 300 points for content and composition; and
- Part 2 — 700 points for delivery and response to questions.

For more information on the FFA Public Speaking Contest please email Kristi Livingston at [LivingstonK@missouri.edu](mailto:LivingstonK@missouri.edu)