



National FFA Week Observance Award

General Award Guidelines

I. OVERVIEW

The National FFA Week Observance Award recognizes those chapters who have successfully and productively utilized FFA week in their Program of Activities.

II. PURPOSE

The National FFA Week Observance Award is designed to encourage chapters to take advantage of the promotional, educational and community development value of National FFA Week.

III. ELIGIBILITY

Any chapter in the state may apply. Only area winning applications are considered for state level awards.

IV. RULES

1. Applications are to be turned into the region office by March 10.
2. Applications should contain material from the FFA week that was celebrated during the same school year as the application is submitted. i.e. pictures from two years previous should not be in a current application.
3. Scoring will be based on the rubric shown below.
4. The State FFA Executive Committee and their appointees are in charge of this event.

V. APPLICATION FORMAT

A. Cover page should contain:

1. Chapter name
2. School name and address
3. Advisor's name(s)
4. Number of members in the chapter
5. Number of students enrolled in agricultural education

B. Report should contain:

1. Cover page (as outlined above)
2. A maximum of four (8 1/2" x 11") typewritten pages (doubled spaced with character font of 10-12 per inch) describing the activities, goals, plan of action and results of events engaged in by the chapter that highlight growing leaders, strengthening agriculture, and building communities in observance of National FFA Week. All type should be double spaced using font no smaller than 10 and no larger than 12.
3. Ten pictures (size and color optional) with a maximum of 25 words describing each picture. Five out of the ten pictures must showcase activities that highlight building communities, strengthening agriculture, or growing leaders.
4. A copy (1) of the local newspaper/chapter newsletter/school newspaper for National FFA Week.
5. A copy (1) of a social media posting (school website, Instagram, Facebook, etc.) for National FFA Week.
6. A maximum of two pages of supplemental information (i.e., proclamations, printed radio announcements, picture collages, etc.) should be included.



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VI. SCORING

1. The top two in each area will be chosen and forwarded for state competition.
2. The judges for state competition will be selected by the State FFA Executive Secretary.
3. Judges will evaluate the completeness of each application using the scoring rubric below.
4. Special emphasis will be placed on chapter publicity to the community, recruitment of new members, events held in the school, and educational efforts to inform others about the FFA.

VII. TIE BREAKERS

Ties will be broken by the judges selected.

VIII. AWARDS

Awards shall be determined each year by the Board of Trustees of the Georgia FFA Foundation. The event is made possible through the Georgia FFA Foundation as a special project of an industry sponsor or from the Foundation General Fund. Minimum awards will recognize the top chapter in each area and the state winner.



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National FFA Week Observance Award Scoring Rubric

Chapter: _____

Criteria	3	2	1	0	Weight	Total
Application Cover	Includes chapter name, school name and address, advisors, # of members and # of enrolled students.	Includes 3- 5 items required	Includes 1-2 items required	Not present	x 1	
Neatness, organization, and Artistic Expression	Articles and pictures centered on matte. Award Application organized by day or type of activities Report is neatly bound Information typed	Articles and pictures centered on matte Award Application organized by day or type of activities Only one item from column one deficient	Award Application organized by day or type of activities Multiple items deficient in column one	Not meeting any of the aforementioned criteria.	X 3	
Description of Activities	Four pages (typed) describing the activities illustrated from growing leaders, strengthening agriculture, and building communities, double spaced with character font of 10 or 12 font Proper spelling and grammar Description clearly explains the purpose and reason the chapter is implementing the activity	Only 2-3 pages (typed) that do not completely describe and/or include the activities illustrated from growing leaders, strengthening agriculture, and building communities, double spaced with character font of 10 or 12 font Few or minor errors in spelling and grammar (5 or less)	Multiple errors (5 or more) in spelling and grammar Description is vague in purpose and reason the chapter is implementing the activity	Not typed or not following guidelines set in column one No clear purpose and reason the chapter is implementing the activity is stated	x 6	
Activity Goal	At least 3 goals that each showcase each of the following areas: growing leaders, strengthening agriculture, and building communities Goal is well written and utilizes all 5 components of a SMART goal	Only 2 goals that each showcase each of the following areas: growing leaders, strengthening agriculture, and building communities Goal is vague and does not utilize the components of a SMART goal	Only a goal that each showcase each of the following areas: growing leaders, strengthening agriculture, and building communities Goal is poorly written and does not address the components of a SMART goal	No goal is provided	x 3	
Plan of Action for Goal	Clearly identifies who will perform duties to meet goal, what needs to be accomplished to meet goal When items need to be completed to meet goal Where the activity will take place How the chapter will implement the activity	Plan of action is vaguely written and only addresses part of who will perform duties to meet goal, what needs to be accomplished to meet goal When items need to be completed to meet goal Where the activity will take place How the chapter will implement the activity	Plan of action does not identify who will perform duties to meet goal, what needs to be accomplished to meet goal When items need to be completed to meet goal Where the activity will take place How the chapter will implement the activity	No plan of action is provided	x 6	
Results	Measurable result for each plan of action that clearly identifies and describes how the impact affected the intended audience	Result for each plan of action is not measurable and/or vaguely identifies and describes how the impact affected the intended audience	Result for each plan of action is not measurable and/or does not identify or poorly describes how the impact affected the intended audience	No results are provided	x 3	



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Criteria	3	2	1	0	Weight	Total
Pictures	<p>Application includes 10 clear photos, 5 of those photos showcase activities that highlight building communities, strengthening agriculture, or growing leaders</p> <p>Each picture having a related caption, which gives a complete explanation of activities and supports facts within the application.</p>	<p>Application has less than 10 clear photos and/or only 4 of those photos showcase activities that highlight building communities, strengthening agriculture, or growing leaders</p>	<p>None of the pictures included showcase activities that highlight building communities, strengthening agriculture, or growing leaders</p>	<p>No photos and captions are submitted.</p>	x 4	
Newspaper	<p>Local newspaper, chapter newsletter, school newspaper with picture depicting FFA Week events</p>	<p>Article without photographs that focus on FFA Week.</p>	<p>Photo without article depicting FFA Week Activities</p>	<p>Not Present</p>	x 2	
Social Media Posting (school website, Instagram, Facebook, etc)	<p>An exciting and informational post is made public including school name and date with at least one picture of National FFA Week activities, and includes interaction from social media users</p>	<p>An exciting and information post is made public including school name, at least one picture of National FFA Week activities, and includes interaction from social media users</p>	<p>An exciting and information post is made public and includes at least one picture of National FFA Week activities.</p>	<p>Not Present</p>	x1	
Supplemental Materials	<p>A maximum of two pages of supplemental materials are provided that focus on FFA Week activities.</p>	<p>1 page of supplemental material provided that focus on FFA Week activities.</p>	<p>½ page or less of supplemental material provided that focus on FFA Week activities.</p>	<p>No supplemental materials are provided.</p>	x 4	

Total Score: _____