



#FFALIVESHERE

Agricultural Communications CDE

Georgia

Cambridge FFA Chapter

Brittany Breedlove, Hayley DeSandre, Cailey Doyle, Aalia Garrett

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Introduction

The Georgia FFA Association is the 3rd largest FFA organization in the nation. Georgia FFA has 310 chapters in total. In the past three years, there has been an increase in Georgia FFA membership from 38,946 to currently over 41,000. While there has been an increase in Georgia FFA membership, there are still 13 counties that do not have agriculture education and, therefore, have no FFA chapters at their schools. “Future Farmers of America” was founded in 1928 with the mission to prepare future members to achieve the pivotal goal of feeding a growing world population (“About FFA”, 2015).

Georgia FFA Association would like to have FFA in all 159 counties. To achieve this, they must follow the guidelines they set out on their website stating, “Students between the ages of 12-21...enrolled in a systematic course of instruction in agricultural education are eligible for [FFA] membership. Your local school system must offer agricultural instruction and have an active FFA chapter for you to join,” (General FFA Information, 2017).

The Georgia FFA Association has asked the Cambridge Agricultural Communications Team to use a local FFA member’s FFA story to promote the benefits of FFA membership to counties who do not offer an agriculture education pathway. The following communications plan will devise a plan to assist the Georgia FFA Association gain FFA stories to share with educational stakeholders in the 13 counties without FFA.

Overview

The Cambridge FFA Agricultural Communications Team will help the Georgia FFA Association inform the 13 Georgia counties without FFA chapters through multiple media strategies. The communications team has chosen to utilize FFA member Spencer Gray’s campaign #FFALIVESHERE to create a platform for videos and FFA member stories in order

to provide FFA insight. Spencer's goal is to spread the word of FFA to the masses. He started an Instagram account and hashtag to gain momentum. First, we will target current Georgia FFA members at State FFA Convention to share their stories and add to Spencer's #FFALIVESHERE movement using social media, displays and incentives. Then, working with Spencer, we will create public relations packets and promotion video to distribute to the target primary audience. These strategies will help the Georgia FFA Association gain visibility about its program to the counties who lack FFA.

Audience

Primary Audience- The primary audience are the Board of Education members, CTAE directors and superintendents of counties in the state of Georgia who do not offer agricultural education in their school systems. These counties include Cobb, Gwinnett, Fayette, Taliferro, Warren, Lamar, Wilkinson, Muscogee, Chattahoochee, Stewart, Quitman, Dougherty, and Baker. All together these counties have 60 high schools. We recognize that the responsibility to add CTAE programs falls into the job descriptions of the listed audience members. We will utilize resources provided by the Georgia FFA Association to garner more visibility and promote this movement through public relations packets, social media, promotional videos and website content. In turn, we will inform these educational stakeholders about the benefits of agriculture education and FFA.

Secondary Audience- The secondary audience is Georgia FFA members and advisors. There are 310 FFA chapters, over 41,000 FFA members and 430 FFA Advisors in Georgia. By introducing the campaign #FFALIVESHERE, we can advertise the idea of telling FFA stories and gain more unique subjects to promote through the campaign. Through them, we can also gain a diversified set of stories that can be utilized in furthering the notoriety of the project to share with the primary audience.

Strategic Plan

Key Message 1- Every Ag Ed program and FFA member is unique. The variety of environments surrounding each chapter is different throughout the state. Some programs are rural, suburban and even urban. There are over 30 educational pathways in agriculture available to school systems (Curriculum, 2017). Every FFA chapter is run differently even though they base their program off of the same ideas. All FFA members are unique based on their location, course offerings, socioeconomic status, agricultural projects and more, but all believe in the future of agriculture through FFA.

Key Message 2- FFA helps students' prosperity. The presence of FFA in schools shows an increase in graduation rate. In Georgia, the overall graduation rate was 78.8% in 2015. The graduation rate for students who completed pathways in Career Technical Education classes like Agricultural Education in Georgia was 94.9% (GA DOE, 2015). FFA involvement also helps students through scholarships to college. The stories of FFA members will help share people whose prosperity has been aided by their involvement in FFA.

Key Message 3- FFA can succeed anywhere. According to U.S. Census, \$111,778 (Milton, Fulton County), \$46,051 (Perry, Houston County), and \$25,181 (Moultrie, Colquitt County) are the average household incomes of the cities that took home a National FFA Career Development Championship in 2016 (Census, 2016). For example, of the 13 counties without Agricultural Education, Baker County is very rural with only 3,000 residents similar to Colquitt County, whereas Gwinnett County has over 900,000 which is close to their neighboring county, Fulton (Census, 2016). Current Georgia FFA and Agricultural Education statistics show that FFA is viable anywhere in Georgia and how success can be bred in any county in Georgia regardless of many factors like socioeconomic status or population size.

Objective 1: To have 100 uses of #FFALIVESHERE to gain FFA stories by May 2018: We will promote the use of the hashtag through the use of the Georgia FFA Instagram, Twitter, Snapchat, and website during the State FFA Convention.

Objective 2: To collect 10 quality FFA stories to utilize for Phase Two by May 2018: We will collect 10 FFA quality stories to use for Phase Two by utilizing our hashtag #FFALIVESHERE. Quality stories include stories that are unique and help emphasize the three key messages. By using the hashtag on social media, FFA members can submit their story for the chance to be featured in a promotional video and be entered into a drawing for a t-shirt.

Objective 3: To provide a public relations packet to all BOE members, superintendents and CTAE directors of the 13 counties without FFA chapters by October 2018. The public relations packet will contain information about FFA that will make easier for decision makers to understand and read. Public relations packets will include the following: quick facts card, social media card, stories flyer, flat emblems, contact cards, surveys and an invitation to convention.

Objective 4: To create a promotional video featuring FFA stories by December 2018. We will create a promotional video featuring FFA members that used the hashtag, FFALIVESHERE. The promotional video will be shown at the 2019 CTAE directors meeting in January 2019. The video will then be promoted on all of Georgia FFA's social media accounts and website. The video will also be emailed out after the CTE directors meeting to all education stakeholders.

	Item	Justification
Phase 1	10 x 10 vendor booth	Over 5,000 FFA members will attend the 90 th Georgia FFA Convention. With the rental of the expo booth space, we will have an opportunity to reach FFA members and advisors to gain stories and followers of the #FFALIVESHERE movement.
	Office Materials	We will utilize the pens/pencils/expo markers in order to have people at convention write on our whiteboard about how #FFALIVESHERE. We

	Office Materials	will also use push pins to put on a map to represent which counties the FFA members are from at convention.
	Directors Chairs	Chairs will be used for communications team members to sit and interview FFA members about their unique stories.
	Polaroid Camera & Paper	Incentive for FFA members to post on their personal social media at Georgia FFA State Convention. Students post using the #FFALIVESHERE and will get a polaroid picture from the booth.
	Banners	Two banners will be purchased. One 2.5 feet by 5 feet for the provided booth table and a second 8 x 10 feet for the backdrop of the booth. Banners will be used to attract FFA members and advisors to the booth.
	Recorder	Purchasing two recorders will allow our communications team to accurately record FFA stories from FFA members to use for phase two of the communications plan.
Phase 2	Folder Contents	Public relations packets will include the following; quick facts card, social media card, stories flyer, flat emblems, invitation to state convention, contact cards, and surveys. Other items needed to be purchased are folders, envelopes, and mailing manila envelopes. We will create 100 public relations packets to be sent to education stakeholders of the 13 counties. There are 93 board members, superintendents and CTAE directors in the 13 counties. We will have 7 extra copies for mishaps.
	Postage	We will need to purchase postage to send all public relations packets.
Social Media	Promo Video	We will create a short promotional video featuring Spencer to introduce the #FFALIVESHERE movement to @GA_FFA social media.
	Facebook	Your Georgia FFA Association Facebook page has 6,593 likes. We promote #FFALIVESHERE branding material on your Facebook.
	Twitter	Your @GA_FFA twitter has 2,409 followers. We promote #FFALIVESHERE branding material on your Facebook to gain stories.
	Instagram Ad	According to the Pew Research Center, 51 percent of teenagers 13-17 years old use Instagram. The @GA_FFA Instagram has 5,742 followers. Since Instagram has a higher engagement rate (3.31 percent compared to Twitter's 0.07 percent) we chose to use an Instagram Advertisement (O'Reilly, 2014). We have set aside \$1,000 of your budget to the advertisement. You will be charged 0.14 cents per click (Giustino, 2015). We will also promote #FFALIVESHERE on your @GA_FFA Instagram account that has 5,742 followers.
	Snapchat	We will purchase a snapchat filter for State FFA Convention to provide visibility of the #FFALIVESHERE platform to state convention attendees.

	Snapchat	According to the Pew Research Center, 92 percent of teens age 13-17 report using online social media platforms. Forty-two percent of those teens used snapchat (Lenhart, 2015).
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Purpose of Social Media: Georgia FFA will use social media to promote #FFALIVESHERE to gain visibility and in turn will aid us in getting our message of the benefits of FFA to many people quickly.

Social Media to be used: We will use the @GA_FFA Instagram to gain 100 stories for our video. We will choose 10 that will be highlighted in the video. We will use a paid advertisement on Instagram to gain momentum for the #FFALIVESHERE movement (see appendix). There will be a Snapchat geofilter that covers the Macon Centreplex for the full three days of state convention. We will utilize your current Facebook and Twitter sites to promote #FFALIVESHERE branding material. About section of Georgia FFA social media platforms will stay as they are now.

Content of Pages: Our main focus for the pages is to gain followers and to have users use #FFALIVESHERE to gain FFA stories. The week prior to state convention, we will post example stories and teasers for the #FFALIVESHERE booth (see appendix). We will also post the promo video featuring Spencer before convention. During convention we will post at least one example story every day, so followers understand what our plan is looking for. We will continue to post after state convention periodically if we have not met our objectives.

Plan to gain followers: We will have a Snapchat geofilter for state convention. We will also give Polaroid pictures to the members that posts about #FFALIVESHERE. We will utilize our Instagram advertisement to gain followers. We will include a slide on the PowerPoint before sessions to inform the FFA members and advisors about #FFALIVESHERE. Members who post will be entered in a raffle for a free convention t-shirt.

Time Line

March 2018	Buy booth materials for Phase 1, film Spencer's Promotional Video about #FFALIVESHERE
April 2018	Snapchat Geo Filter, 1 week of Social Media posts on @GA_FFA, Booth @ State Convention, Instagram Advertisement
May-August 2018	Select quality FFA stories, contact FFA members for SM content, Create content for public relations packets, post content on FFALIVESHERE Link on gaaged.org
September 2018	Send PR packets to BOE, CTAE Directors & Superintendents
October 2018	Review surveys from PR packets
November-December 2018	Create promotional video, send to GA FFA Association for approval.
January 2019	Present promotional video at CTAE Directors Meeting, Evaluation meeting with client
Spring 2019	GA FFA State Staff meets with all 13 counties on Agriculture Education programs (using #FFALIVESHERE stories/facts). Educational stakeholders attend 2019 State FFA Convention.

Evaluation #1: To have 100 uses of #FFALIVESHERE to gain FFA stories by May 2018.

With a hashtag, we will look on Instagram to see how many people have used that specific hashtag. We can also see how many people are looking at these post through the use of likes, shares, or even views for videos.

Evaluation #2: To collect 10 unique FFA stories to utilize for Phase Two by May 2018.

We will review stories on #FFALIVESHERE and categorize them in order to have visual evidence of the large variety of what FFA members do in different areas of Georgia. We will also make sure to count our stories to see if we met our goal of 100 FFA stories. We will chose 10 of the 100 to feature in promotional videos.

Evaluation #3: To provide a Public Relations packet to all BOE members, superintendents and CTAE directors of the 13 counties without FFA organizations by October 2018.

When sending the PR packets we will follow up with the recipients two weeks later with a follow up email and a phone call to answer any questions the educational stakeholders may have. We will also put prepaid envelopes along with a survey in the PR packet to give to the recipients. The email and survey will give us a measurable number of how many people received the media packet and their thoughts on the packet.

Evaluation #4: To create a promo video featuring FFA stories by December 2018.

We will create a video that will promote #FFALIVESHERE. We will have a viewing at Summer Leadership Camp during all 6 weeks of Camp in the summer of 2018 (estimated 3,000 campers). We will utilize polleverywhere.com to gain responses from students attending. This way, we can receive a measurable level of feedback and critique so that we may improve upon our video before sending it in to the Georgia FFA Association for final approval and finally the CTAE directors meeting in January.

Budget

Type of Media		Cost Per Item	Total Projected
Phase 1 State Convention Booth	Office Materials	(100) Pens for \$10, (24) Expo Markers for \$30, (2) White Boards for \$25, (400) Push Pins for \$16	\$81
	Booth Rental	(1) Booth rental for Convention \$275	\$275
	Directors Chairs	(4) Chairs for interviewing members for \$400	\$400
	Polaroid Camera & Paper	(2) Polaroid Cameras for \$140 (5) Polaroid Paper (60 Count) for \$175	\$315
	Banners	(1) 2.5’ x 5’ for \$40 (1) 8’ x 10’ for \$200	\$240
	Recorder	(2) Recorders for \$100	\$100
	Total for Phase 1		\$1,411
Phase 2 Press Packet	Folder Contents	(100) Folders for \$400, (100) Quick Facts 8.5” x 11” for \$60, (100) Stories 8.5” x 11” for \$60, (100) Social Media Cards for \$25, (100) Flat Emblems for \$30, (100) Invitation to State Convention for \$60, (100) Contact Cards for \$70, (100) Envelopes for \$20, (200) Stamps for \$100, (100) Manilla Envelopes \$25	\$850
	Postage	(100) Cost to send packets	\$200
	Total for Phase 2		\$1050
Social Media	Facebook	Free Resource	\$0
	Twitter	Free Resource	\$0
	Instagram Advertisement	\$1000 maximum (0.14 cents per click)	\$1000
	Snapchat	\$5.00 per 20,000 square feet per day	\$60
	Total for Social Media		\$1060
TOTAL			\$3,581

Conclusion

Hard work and dedication will be put toward increasing the awareness of #FFALIVESHERE to your primary and secondary audiences. Once the initial goals are reached, we plan to expand reach by building our strategy. With your \$5,000 budget, we will employ a multitude of strategies to achieve phase one and two through promotional items, social media and public relations packet. We know that our communications plan will help enhance Spencer's movement while also accomplishing your goal to reach the counties without FFA in order to further educate the board about the importance of FFA in schools and the community.

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Appendix
Phase 1-State Convention Booth Banner

	<p>8' x 10' banner for backdrop of State Convention Booth & 2.5' x 5' banner for table of State Convention Booth</p>
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Phase 2
Public Relations Packet

	<p>State Convention Invite</p>
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Quick Facts Sheet

WHY AGRICULTURE EDUCATION IS ESSENTIAL TO SUCCESS

GEORGIA FFA ASSOCIATION



HIGHER GRADUATION RATE

94.9% of CTAE Concentrators in Georgia Graduated High School vs. the overall Georgia average 78.8%



FINANCIAL SUPPORT

Georgia FFA, National FFA and Local Chapters have funds to support student projects.



HELPS COMMUNITIES

in 2015-2016 FFA chapters logged 59,110 hours of community service through over 850 service projects.



TEACHER SUPPORT

Agriculture Education employs over 20 teacher support staff throughout the state to help teachers and students thrive.






ACCOLADES

Georgia FFA Members have opportunities to win degree awards, competition awards and more through FFA.

for more info: gaaged.org
#FFALIVESHERE

 <p>#FFALIVESHERE</p> <p>Living to Serve Multiple Pathways Leadership High Graduation Rate</p> <p>Personal Growth Learning to Do Career Success</p> <p>Enriches Communities Friendship Awards Success</p> <p>Earning to Live Premier Leadership DOING TO LEARN Jun</p> <p>KNOWLEDGE National Organization Scholarships</p> <p>Better Days FUTURE OF AGRICULTURE</p>	<p>Stories Flyer</p>
 <p>#FFALIVESHERE</p> <p>Survey</p> <p>1. Did you learn more about FFA through this public relations packet then you previously knew? Circle one.</p> <p>← STRONGLY AGREE AGREE NO CHANGE DISAGREE STRONGLY DISAGREE →</p> <p>2. Are you interested in learning more about adding agriculture education pathways to your county's curriculum offerings? Circle one.</p> <p>← STRONGLY AGREE AGREE NO CHANGE DISAGREE STRONGLY DISAGREE →</p> <p>3. What was the most informative part of this public relations packet? Circle one.</p> <p>FLAT EMBLEM---SOCIAL MEDIA CARD---QUICK FACTS CARD---CONTACT CARD---STORIES</p> <p>4. Any comments to help us improve our packets for the future? Please write in empty space below</p> <p>THANK YOU</p>	<p>Survey</p>

Social Media Posts/Advertisements		
	<p>Instagram</p> <p>Georgia FFA Association</p>  <p>♥ 266 likes</p> <p>Georgia FFA Associat... #FFALIVESHERE with McKenna Moffitt in Milton, GA. McKenna didn't even know what FFA was until she was 16. Read more ab</p>	FFA Story Example Post for Instagram
	<p>Instagram</p> <p>@GA_FFA Sponsored</p>  <p>Learn More</p> <p>♥ 217 likes</p> <p>@GA_FFA Join the #FFALIVESHERE movement! Share YOUR FFA story using the #FFALIVESHERE and pass on your love for FFA!</p>	Instagram Advertisement
		Snapchat Geofilter