

SMALL ACTS BIG IMPACT

Agricultural Communications CDE

Wisconsin

Shullsburg FFA

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2017

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Introduction

The Shullsburg FFA Communication team was contacted by the Wisconsin FFA Association to develop a media plan to highlight benefits of becoming an FFA member. For this task, the team was given a budget of \$5,000 to implement the campaign. The goal of this program is to advocate for the growth and further development of agricultural education throughout the state of Wisconsin, to help drive membership in the Wisconsin FFA Association.

Agriculture is a major component of Wisconsin's economy; agricultural education helps prepare students for careers in the agricultural industry. Agriculture generates \$59 billion in economic activity and employs more than 353,991 jobs or 10 percent of our state's total workforce ("FFA Facts", 2014). Currently, there are 426 school districts in the state of Wisconsin with 251 schools offering agricultural education programs ("2015 Annual Report", 2015). Advocating for the growth of programs and continued support of existing programs is essential to maintain FFA membership in Wisconsin.

The Shullsburg FFA was specifically chosen because of its rural profile. Despite an increase in pressure of shrinking budgets and limited resources in rural Wisconsin districts, the Shullsburg FFA and agricultural education has flourished. Over 65 percent of students in grades seven through twelve at Shullsburg High School are FFA members and are enrolled in an agricultural education class. In a high school with just over 100 students, the Shullsburg FFA has a total of 128 FFA members.

A successful chapter has many members with lots of great stories to tell, so selecting just one member was a difficult task. Zach Woodworth is the student we selected to use to promote the idea of this plan. Zach recently completed his freshman year at Shullsburg High School and this is his third year as a FFA member. Zach has a strong Supervised Agricultural Experience, SAE. He is involved in crop production of corn and soybeans, raises goats, pigs and steers. Additionally

Zach has started a small business, making and selling custom welding art. He is a state level gold proficiency winner in multiple categories and was our chapter's star Greenhand last year. Zach received an SAE grant from National FFA. Zach also worked diligently to raise money for the school to purchase a \$31,000 Computer Numerical Control (CNC) plasma cutter for the Ag department. Zach also is a national finalist in the Agriscience Fair in the Agricultural Power Systems category. Zach excels outside of the program as well; he has a 4.0 grade point average and plays basketball, football and baseball. Zach was chosen as one of our members to highlight because of his leadership in the agricultural power systems pathway and strong involvement in the three components of agricultural education: classroom, FFA and SAE.

Overview

To accomplish the goal of advocating for agricultural education, the communication team has developed three main objectives. The first objective is to promote agricultural education and FFA to Wisconsin school board members during the December-February time period to correlate with the Wisconsin State Education Convention. Two additional objectives will help promote the Wisconsin FFA Association via social media. The next objective is to increase awareness of the Wisconsin FFA Association by driving parents and members to the Wisconsin FFA Association Facebook page. During the campaign period of December to February, the goal to see an increase in page follower by 500 more. The final objective is to develop and promote a YouTube channel for use by the Wisconsin FFA Association with a minimum of 5,000 views. The primary audience of this campaign is Wisconsin school board members and the secondary audience is parents of Wisconsin students in grades seven through twelve.

Using the FFA theme of "Small Acts, Big Impacts," the campaign will focus on promoting Zach Woodworth as a member of the Shullsburg FFA.

Audience

Target Audience 1: School board members who serve on Wisconsin School Boards.

Description: Wisconsin has 426 school districts with 251 of those districts offering agricultural education programs ("2015 Annual Report", 2015). Each school district has a school board with five to ten members, who make decisions about the school district. All Wisconsin school board members receive communication from the Wisconsin Association of School Boards, WASB.

Justification: This campaign creates a long lasting impact by targeting the true educational decisions makers in communities, school board members. Given the limited budget of the project and the enormous target area of the project, targeting school board members allows for the program to have the largest impact for the dollars invested. The school board members are critical to starting new agricultural education programs and increasing current offerings, as they are the final decision makers in each school district. Additionally, superintendents are also participating in the same events as board members so the reach can be even greater among decision makers.

Target Audience 2: Parents and students in grades seven through twelve throughout Wisconsin.

Description: Enrollment numbers from the Wisconsin Department of Public Instruction indicate that the number of students who attend public schools in Wisconsin schools in grades seven through twelve is at 376,000. According to the Wisconsin Department of Instruction, enrollment in agricultural education is at 35,900 students ("2015 Annual Report", 2015). The sheer size of this audience is why it is a secondary audience instead of a primary audience.

Justification: While school board members make the decision about what to offer, parents are a critical audience, as they help to influence the decision about which courses students participate in.

Strategic Plan

The following objectives will be met with the implementation of this media plan. These objectives:

- **Objective 1:** To promote agricultural education and FFA to Wisconsin school board members during the December-February time period to correlate with the Wisconsin State Education Convention.
 - This objective will be met or exceeded by promoting agricultural education with a booth, session, and advertising at WASB Education Convention in January.
 - During the WASB Education Convention, attendees who use social media will be encouraged to use the identifier #WIFFABIGIMPACTS. During the convention, the goal is to measure 100 tweets or Facebook posts with the #WIFFABIGIMPACTS.

In addition to the first objective, two social media outlets will be used to enhance the campaign.

- **Objective 2:** To increase awareness of the Wisconsin FFA Association by driving parents and members to the Wisconsin FFA Association Facebook. During the campaign period of December to February, it is the goal to see an increase in page followers of 500.
 - Facebook likes are a metric that can be used to monitor engagement on social media. The team will prepare a series of weekly posts about Zach to be released in the December to February time period. In order to reach the metric of increasing likes, the team will use strategic page boosts.
 - According to Hootsuite, Facebook remains the most-used social media site among all ages, used by 64 percent of Americans 12 and up. People spend more than 20 minutes a day on Facebook. Users generate over 4 million likes per minute. When it comes to parents, Facebook is one of the tools new parents turn to. In America, new moms post 2.5 times more status updates, 3.5 times more photos, and 4.2 times

more videos than non-parents. New parents use Facebook mobile 1.3 times more often than users without children (Kendall, 2017).

- **Objective 3:** The last goal is to develop and promote a YouTube channel for use by the Wisconsin FFA Association with a minimum of 5,000 views during the campaign period of December 2017 to February 2018.
 - Market research shows 80 percent of all users recall a video they have seen in the past 30 days, and one-third of all online activity is spent watching video. YouTube also has a greater reach for 18-49 year olds than any cable network (Baker, n.d.).
 - To help establish the YouTube channel, five one-minute videos highlighting Zach Woodworth, and one five-minute video will be produced.
 - Additionally, video will be taken of the work done during the WSBA Education Convention.

Key Messages

While there are many strong, positive messages about FFA and agricultural education, in order to stay on track, the communication team decided on three key messages to use to focus this campaign which include:

- Key Message 1: Agricultural education and FFA prepare rural and urban students for careers in the agriculture, food and natural resource industry by providing opportunities to develop career skills.
- Key Message 2: The Wisconsin Association of FFA is the largest career and technical student organization in the state with over 19,000 members and 255 chapters.

- Key Message 3: The agriculture, food and natural resource industry is Wisconsin's signature industry, generating more than \$59 billion in economic activity and employs more than 353,991 jobs or 10 percent of our state's total workforce.

Action Plan

The basis of our program is to engage school board members with hands-on agricultural education activities in curriculum taught by an agricultural education student. To accomplish this, Zach will lead a team of FFA members to teach a series of hands on lessons at the WSBA Education Convention. Zach will lead teams to operate the booth for two hour shifts teaching specific short lessons such as DNA extraction, graham cracker welding, and developing a balanced ration. A schedule will be established and posted so that convention attendees can attend multiple lessons. When a school board members completed the activity, they will be entered into a raffle for prizes. The prize will have a value of \$500 to entice participation. Each decision maker that the educational team has contact with will receive an information card with Zach's picture, the key messages and an action directive to follow the Wisconsin FFA Association on Facebook, Twitter, and YouTube with a QR code to direct them to the Wisconsin FFA website.

Social Media Tactics

The use of Facebook and YouTube will be used as the primary channels to promote and enhance this promotion. Facebook likes and video watches will be used to measure the success of these campaigns. These social media channels were selected because they work well together. Twitter will also be used during the WASB Education Convention to capture social media attention before, during, and after the event. The campaign will focus on posting messages about the specific FFA member, Zach Woodworth, as they relate to the three key messages identified for this campaign.

Strategically planned posts on Facebook will be pushed out once a week in December, January, and February. The campaign will budget funds to boost these posts in December and January to widen the reach of this campaign. Additionally, there will also be a Facebook give-away of FFA promotional items every month to randomly selected followers during the promotional period to help engage followers.

YouTube will be used to promote short, feature videos about Zach. This media was chosen to capture the popularity of video amongst high school students and its ability to deliver a memorable message as it relates to the key messages of this campaign. The plan goal is to reach 5,000 views during the course of this campaign. While the campaign is targeted specifically at school board members, the YouTube portion of the campaign also seeks to gain followers who are FFA members. State FFA Officers will also be asked to help promote the YouTube channel and at the conclusion of the campaign will be in continued use for the Wisconsin FFA Association.

The key messages will also be used in the about section of each of the social media sites. It will read as follows:

“The Wisconsin FFA is the largest career and technical student organization in the state with over 19,000 members and 255 chapters. Agricultural education and FFA prepare rural and urban students for careers in the agriculture, food and natural resource industry by providing opportunities to develop career skills. The agriculture, food and natural resource industry is Wisconsin’s signature industry, generating more than \$59 billion in economic activity and employs more than 353,991 jobs or 10 percent of our state’s total workforce.”

This message will be use to reinforce the key messages used throughout the campaign.

Timeline

September 2017

-Send in proposal for session at Wisconsin School Board Association State Education Convention.

-Prepare for print campaign by securing releases from Zach, taking necessary photos and video.

-Secure booth space for the Wisconsin School Board Association State Education Convention.

October 2017

-Finalize booth design and send to print.

-Finalize ad for Wisconsin School Board Association State Education Convention.

November 2017

-Begin social media campaign with initial Facebook page and Twitter posts.

-Send initial press releases and contact media outlets.

December 2017

-Finalize lessons for WASB State Education Convention.

-Train FFA team to assist Zach.

-Post weekly Facebook post highlighting Zach, YouTube channel and WASB Convention.

-Release one minute videos on the YouTube channel.

January 2018

-Attend Wisconsin School Board Association State Education Convention.

-Weekly posts on social media.

-Release five minute YouTube video.

February 2018

-Continue weekly Facebook posts to conclude promotion.

-Meet with Wisconsin Association of FFA to evaluate plan and review results.

Evaluation

The evaluation of this plan will be determined by measuring how well each of the objectives were met.

Objective 1: To promote agricultural education and FFA to Wisconsin school board members during the December-February time period to correlate with the Wisconsin State Education Convention.

- To measure this objective, the team will record the number of entries into the drawing at the WASB State Education convention. To be a success, the number of entries needs to be 250 or higher.

Objective 2: To increase awareness of the Wisconsin FFA Association by driving parents and members to the Wisconsin FFA Association Facebook. During the campaign period of December to February, it is the goal to see an increase in page followers by 500.

- The success of this objective will be measured by recording the number of followers added between December 1, 2017 and February 28, 2018.

Objective 3: To develop and promote a YouTube channel for use by the Wisconsin FFA Association with a minimum of 5,000 views.

- The YouTube channel will be released in December of 2017. Metrics will be collected on video views on all videos posted during the campaign. These video views will be tallied with the goal of reaching a total of 5,000 views on the site.

Budget and Justification

The bulk of the budget will be used to promote the WASB Education Convention. The team will develop a booth design with pictures of Zach Woodworth. The team will then work with Zach and a team of Shullsburg FFA members to deliver lessons to school board members at the WASB Education Convention. This budget allows for supplies, booth construction and space, advertisement, and team expenses. The remaining budget dollars will be used to boost specific Facebook post throughout the campaign period of December to February. The video production will be done by the Shullsburg FFA communications team using the video equipment owned by the Shullsburg FFA chapter that was acquired with a grant allowing the chapter to provide this service to this project at no cost.

Budget	
WASB Education Convention	
Booth Creation	\$1,000
Hotel and Travel for Education Teams	\$ 585
Booth Fee	\$1,500
Raffle Prize	\$ 750
Booth Supplies and Cards	\$ 500
Total	\$4,335
Social Media	
Facebook Boost and Prizes	\$ 665
Video Production	\$ 0
Total	\$5,000

Conclusion

The implementation of this media plan will allow the Wisconsin FFA Association to meet the goal of advocating for the growth and further development of agricultural education throughout the state of Wisconsin which will lead to an increase of membership. By targeting school boards, the plan targets the single most important group of decision makers when it comes to the implementation of local agricultural education programs and FFA chapters.

With the directive given to use one member to highlight the program, Zach Woodworth's story highlights the impacts of agricultural education. Zach's story shows strength in the classroom, FFA and Supervised Agricultural Experience. This plan is sustainable in that many of the tactics used to highlight Zach can be transferred to tell the stories of many other FFA members throughout Wisconsin.

The WASB Education Convention promotion will allow these decision makers to see first-hand the importance of agricultural education. While Zach will be the feature of the booth, using Zach to tell his story and his peers to help teach lessons will allow for a long lasting impression on decision makers throughout the state of Wisconsin.

Additionally, this plan strategically uses social media to tell the story of success that Zach has because of agricultural education. The story lends itself to help promote the key messages to help promote FFA membership. The key messages used in this campaign promote the preparation for careers in agriculture, food and natural resources, the size and scope of the Wisconsin FFA Association, and the economic impact of agriculture on the Wisconsin economy and the jobs available.

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[social-media-managers/](https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/)

Appendix A: Sample Press Release

FOR IMMEDIATE RELEASE

Wisconsin FFA Association
PO Box 110
Spencer, WI 54479
Contact: Cheryl Zimmerman, Executive Director
czimmerman@wisconsinffa.org

SHULLSBURG FFA MEMBER SELECTED TO PROMOTE WISCONSIN FFA ASSOCIATION AT WISCONSIN ASSOCIATION OF SCHOOL BOARDS EDUCATION CONVENTION

Spencer, WI- The Wisconsin FFA Association is working with FFA member Zach Woodworth from Shullsburg to promote agricultural education and FFA membership across the state of Wisconsin. Woodworth will lead a team of FFA members in teaching school board members at the Wisconsin Association of School Board members during the Education Convention January 17 through the 19, 2017 at the Wisconsin Center in Milwaukee. Educational team members will help show school board members and other decision makers in education how agricultural education can impact school districts by demonstrating hands on lessons that can be taught in an agricultural classroom. Sample lessons will include DNA extraction, welding techniques and how to balance a nutritious rations.

Woodworth was selected to teach and lead the team because of his experiences in FFA and agricultural education. Zach recently completed his freshman year at Shullsburg High School and this is his third year as a FFA member. Zach has a strong Supervised Agricultural Education program. He is involved in crop production of corn and soybeans, raises goats, pigs and steers. Additionally Zach has started a small business, making and selling custom welding art. Woodworth has won state and national awards for his projects.

The Wisconsin FFA is the largest career and technical student organization in the state with over 19,000 members and 255 chapters. Agricultural education and FFA prepare rural and urban students for careers in the agriculture, food and natural resource industry by providing opportunities to develop career skills. The agriculture, food and natural resource industry is Wisconsin's signature industry, generating more than \$59 billion in economic activity and employs more than 353,991 jobs or 10 percent of our state's total workforce.

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Appendix B: Sample Facebook Post and Schedule

Week of December 4

Meet Zach Woodworth. Zach is a member of the Shullsburg FFA chapter, located in southwest Wisconsin. Zach is on the path to a career in the agricultural power system pathway. Over the next three months, the Wisconsin FFA Association will be highlighting Zach to help members see some of the benefits of FFA membership. Agricultural education and FFA prepare rural and urban students for careers in the agriculture, food and natural resource industry by providing opportunities to develop career skills.

Week of December 11

Zach Woodworth is one of the many Wisconsin FFA members. The Wisconsin Association of FFA is the largest career and technical student organization in the state with over 19,000 members and 255 chapters. Zach serves as his chapter Parliamentarian. Parliamentary procedure is a lifelong skill that helps aid in running effective meetings. Follow the Wisconsin FFA Facebook page to learn more about Zach. One lucky follower this month will win an FFA Sweatshirt.

Week of December 18

The agriculture, food and natural resource industry is Wisconsin's signature industry, generating more than \$59 billion in economic activity and employs more than 353,991 jobs or 10 percent of our state's total workforce. Zach Woodworth is taking advantage of the opportunities offered by his school's agricultural education program to be a part of this dynamic work force by preparing for a career in agricultural engineering by taking agricultural education classes.

Week of December 25

Premier leadership. Personal growth. Career success. As one of the 19,000 members in one of Wisconsin's 255 chapters Zach Woodworth is making a big impact on his future. Zach runs his own small business where he makes eclectic welded sculptures. Zach is putting the technical and business skills he learned through FFA to good work. Keep following Wisconsin FFA for more ways members' small acts are making big impacts.

Week of January 1

Agricultural education and FFA prepare rural and urban students for careers in the agriculture, food and natural resource industry by providing opportunities to develop career skills. Zach Woodworth, a member in Shullsburg is doing his part to help to advance agricultural education in Shullsburg. Zach worked with community business to raise over \$30,000 for a CNC machine to be used by agricultural education classes. Follow the Wisconsin FFA Facebook page to win a chance to win a sign designed and fabricated by Zach.

Week of January 8

Next week school board leaders from across the state will meet at the WASB Education Convention. Zach Woodworth will work with a team of FFA members to lead hands on agricultural education lessons. The agriculture, food and natural resource industry is Wisconsin's signature industry, generating more than \$59 billion in economic activity and employs more than 353,991 jobs or 10 percent of our state's total workforce.

Week of January 15

The Wisconsin Association of FFA is the largest career and technical student organization in the state with over 19,000 members and 255 chapters. FFA members including Zach Woodworth are working to help school decision makers better understand how small acts make a big impact in FFA by teaching agricultural education lessons at the WASB Education Convention this week.

Week of January 22

School leaders from across the state got a chance to learn about agricultural education from experts. A team of FFA members lead by Zach Woodworth from Shullsburg taught WASB Education Convention attendees lessons that are taught in a typical agricultural education classroom. Agricultural education and FFA prepare rural and urban students for careers in the agriculture, food and natural resource industry by providing opportunities to develop career skills.

Week of January 29

Did you know that FFA works on developing premier leadership by offering a variety of speaking contest called Leadership Development events? Zach Woodworth, a member from Shullsburg is hard at work preparing to compete with his parliamentary procedure team. The contest teaches members how to run an efficient meeting. The Wisconsin Association of FFA is the largest career and technical student organization in the state with over 19,000 members and 255 chapters.

Week of February 5

Agricultural education and FFA prepare rural and urban students for careers in the agriculture, food and natural resource industry by providing opportunities to develop career skills. Zach Woodworth, Shullsburg, is using his agricultural education to help prepare for a career in agriculture. Zach received a \$1,000 grant from National FFA to buy welding equipment to further his skills.

Week of February 12

Zach's interest in agricultural mechanics helped him secure a spot as a National Finalist in the Agriscience Fair at National FFA Convention. Zach tested different amperages with different rods to determine weld strengths. The skills learned in the Agriscience Fair are helping Zach prepare for a career in agriculture. The agriculture, food and natural resource industry is Wisconsin's signature industry, generating more than \$59 billion in economic activity and employs more than 353,991 jobs or 10 percent of our state's total workforce.

Week of February 19

It's National FFA Week! The Wisconsin Association of FFA is the largest career and technical student organization in the state with over 19,000 members and 255 chapters. Zach Woodworth is working with his fellow FFA members to help celebrate FFA Week.

Appendix C: Facebook Screenshot

Wisconsin Association of FFA

Jen

Home

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Page


Notifications 3

Insights

Publishing Tools

Settings

Help



Wisconsin Association of FFA

@WisconsinFFA

Home

About

Events

Photos

Videos

Community

Groups

Reviews

Jobs

Posts

Promote

Manage Promotions

Liked Following Share

Contact Us

GENERAL

Category Nonprofit Organization Edit

Name Wisconsin Association of FFA Edit

Username @WisconsinFFA Edit

BUSINESS INFO

Founded in 1929

Edit business types

Mission

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

CONTACT INFO

+ Enter phone number

+ Enter email

https://twitter.com/#!/WisconsinFFA

Edit Other Accounts

MORE INFO

About

Premier Leadership, Personal Growth, and Career Success through Agricultural Education!

Company Overview

This page is for all members and supporters of the Wisconsin Association of FFA. It can be used to publicize events, share photos and videos, exchange ideas or just simply stay connected with friends.

STORY

The Wisconsin FFA is the largest career and technical student organization in the state with over 19,000 members and 255 chapters. Agricultural education and FFA prepares rural and urban students for careers in the agriculture, food and natural resource industry by providing opportunities to develop career skills. The agriculture, food and natural resource industry is Wisconsin's signature industry, generating more than \$59 billion in economic activity and employs more than 353,991 jobs or 10 percent of our state's total workforce.

TEAM MEMBERS

These people manage the Wisconsin Association of FFA Page and have chosen to have the Page appear on their profile and their name and profile picture shown on the Page.

Add yourself as a team member

Chat (33)

18

Appendix D: Sample Ad/Handout



FFA MEMBERS ARE MAKING A BIG IMPACT

AGRICULTURAL EDUCATION AND FFA prepares rural and urban students for careers in the agriculture, food and natural resource industry by providing opportunities to develop career skills.

WISCONSIN ASSOCIATION OF FFA
 ✓ the largest career and technical education organization in the state with over 18,000 members and 255 chapters.

THE AGRICULTURE, FOOD, AND NATURE industry in Wisconsin's signature industry, generating more than \$20 billion in economic activity and employs more than 322,000 jobs or 18 percent of our state's total workforce.

Zach Woodworth, Shullsburg FFA Member

As an FFA member at Shullsburg High School, Zach figured out early on that he wanted a career in agriculture. Zach's passion for agriculture has helped him to take classes in the agricultural power systems pathway. Along with his high school FFA Advisor, Zach knew the agricultural education department needed additional equipment to help prepare for the next level of education. Zach led the effort to raise over \$31,000 to purchase a CNC Plasma Cutter by creating relationships with local businesses.

Zach put the leadership and communication skills he had developed in FFA to good use by bringing community members together to help strengthen his agricultural education program.

To learn more about Zach and other FFA members, follow the Wisconsin FFA Association on Facebook and subscribe the Wisconsin FFA YouTube Channel.



#WisconsinFFA Association www.wisconsinffa.org



FFA MEMBERS ARE MAKING A BIG IMPACT

- **AGRICULTURAL EDUCATION AND FFA** prepare rural and urban students for careers in the agriculture, food and natural resource industry by providing opportunities to develop career skills.

WISCONSIN ASSOCIATION OF FFA is the largest career and technical student

- organization in the state with over 19,000 members and 255 chapters.

THE AGRICULTURE, FOOD, AND

- natural resource industry is Wisconsin's signature industry, generating more than \$59 billion in economic activity and employs more than 353,991 jobs or 10 percent of our state's total workforce.

Zach Woodworth, Shullsburg FFA Member

As an FFA member at Shullsburg High School, Zach figured out early on that he wanted a career in agriculture. Zach's passion for agriculture has helped him to take classes in the agricultural power systems pathway. Along with his high school FFA Advisor, Zach knew the agricultural education department needed additional equipment to help prepare for the next level of education. Zach led the effort to raise over \$31,000 to purchase a CNC Plasma Cutter by creating relationships with local businesses.

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