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MIFB
CREW



MICHIGAN FOUNDATION FOR
AGRICULTURE
LEADERSHIP | PROMOTION | SCHOLARSHIP | EDUCATION



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For questions or clarification, please contact Katie Eisenberger, MFB's High School and Collegiate Programs Specialist at keisen1@michfb.com

What is the MFB CREW?

To provide a replacement opportunity (2020 only) for high school students (FFA, 4-H, and MFB dependent members still in high school) to participate in an event with similar goals of Michigan Farm Bureau (MFB)'s High School Discussion Meet:

- address a solution for current agriculture issue
- engage in logical critical thinking
- develop skills to find accurate information
- develop a concise manner of stating their thoughts
- develop effective problem-solving techniques

MFB's CREW allows for students to address a current agriculture issue from a **C**ounty level perspective, share a **R**ealistic approach as they **E**xplore possible solutions, and share **W**hat their personal next step would be to assist with the presented solution.

Who Can Compete?

All high school students interested in agriculture, except past Michigan Farm Bureau Youth Discussion Meet state winners, are eligible to compete. While the regional contests are based on FFA boundaries and hosted by FFA chapters, competitions are open to ALL high school youth. Each FFA chapter, 4-H club and county Farm Bureau can send up to three competitors to compete in the regional contest. Competitors may only compete in one regional contest per year. The top three individuals from each regional contest will move on to the State Preliminary Round. Organizations with more than three competitors interested in submitting an entry are encouraged to host chapter level competitions. *For 2020, regions will only be allowed to submit up to three competitors for state level competition no matter how many entries they receive at the regional level.*

MFB CREW Structure and Rules

The MFB Crew contest consists of students submitting a 3-5-minute unedited video response to an agricultural issue question. The contest will be divided into three rounds: regional, state preliminary, and a final four. Competitors must compete at their specific regional level to advance to the state preliminary round. The top three scores from the Regional Level will move on to the State Preliminary Round. The top four scores in the State Preliminary Round will determine the Final Four competitors.

REGIONAL ROUND:

- **Competitors:**

- Competitors will be given one discussion meet question related to a current agricultural issue. Through the provided JotForm link, they are required to submit BOTH:
 - A one-page worksheet designed to help organize their research, guide their thought process, and provide an overview for the judges to reference. This is NOT a prepared speech script. The fillable pdf worksheet is the only acceptable document a competitor may submit with their video response.
 - A YouTube link containing a three to five-minute unedited video response providing their research, perspective, and possible solution(s) to the issue.
- Each FFA chapter, 4-H club, and MFB County may submit up to three separate competitors' unedited video responses and their CREW worksheets to Michigan Farm Bureau by **October 30 at Noon**. Registration and video submissions must be completed online at <http://bit.ly/MFBCREWRegional>.
- A confirmation email will be sent to competitors and advisors/leaders once videos have been processed by MFB staff.
- YouTube Video title and worksheet file name should read, "CompetitorFirstNameLastNameInitial_Region3" (i.e. KatieE_Region3)

- Each video link must meet the following requirements:
 - One competitor per video response. This is not a team event.
 - Three to five minutes – unedited, one take.
 - No props, slideshows or additional items. Videos should resemble the simple set up of a traditional, in person discussion meet.

- Each competitor will receive an MFB Crew participation gift sponsored by DTE Energy and Michigan Farm Bureau through the Michigan Foundation for Agriculture. Coordination with adult leaders/MFB Regional Managers will take place to deliver/mail items to the school or competitor.

- The three regional winners and their advisors/club leaders will receive an email from MFB State Staff regarding State Preliminary Round details.

- **Regional Level Judges:**
 - Regional level judges will be recruited with assistance from Regional Discussion Meet FFA Advisors and MFB Regional Managers. MFB Regional Managers will provide MFB State Staff contact information for individuals interested in judging.

 - MFB State Staff will provide the main communication to regional judges (commitment to judge email, scoring guidelines, rubrics, and video links). MFB Regional Managers and Regional Discussion Meet FFA Advisors will be cc'd on all emails specific to their region.

 - Each video will be watched by three judges. Five to six video links will be emailed to judges by MFB State Staff. The estimated time commitment will be no more than an hour and a half over a week time period.

 - Judges will evaluate submissions to provide an overall score for each competitor and email rubrics to MFB for tabulation.

 - The top three scores will move on to the State Preliminary Round.

 - Each Regional Judge will receive a thank you gift mailed directly to them from MFB State Staff.

STATE PRELIMINARY ROUND:

- **Competitors:**

- Competitors will be given a new discussion meet question related to a current agricultural issue. Through the provided JotForm link, they are required to submit BOTH:
 - A one-page worksheet designed to help organize their research, guide their thought process, and provide an overview for the judges to reference. This is NOT a prepared speech script. The fillable pdf worksheet is the only acceptable document a competitor may submit with their video response. Competitors can download it, write out their answers, and upload a scanned document – OR – fill out the pdf, save, and upload the file.
 - A YouTube link containing a three to five-minute unedited video response providing their research, perspective, and possible solution(s) to the issue.
- Each FFA chapter, 4-H club, and MFB County may submit up to three separate competitors' unedited video responses and their CREW worksheets to Michigan Farm Bureau by **November 19 at Noon**. Registration and video submissions must be completed online at <http://bit.ly/MFBCREWSTATE>.
- A confirmation email will be sent to competitors and advisors/leaders once videos have been processed by MFB staff.
- YouTube Video title and worksheet should read, "CompetitorFirstNameLastNameInitial_Region3" (i.e. KatieE_Region3)
- Each video link must meet the following requirements:
 - One competitor per video response. This is not a team event.
 - Three to five minutes – unedited, one take.
 - No props, slideshows or additional items. Videos should resemble the simple set up of a traditional, in person discussion meet.

- Each State Preliminary Round competitor will receive an MFB Crew participation gift sponsored by DTE Energy and Michigan Farm Bureau through the Michigan Foundation for Agriculture. Coordination with adult leaders/MFB Regional Managers will take place to deliver/mail items to the school or competitor.
- **State Preliminary Judges:**
 - State Preliminary judges will be recruited by MFB State Staff.
 - MFB State Staff will provide the main communication.
 - Each video will be watched by three judges. Five to six video links will be emailed to judges by MFB State Staff. The estimated time commitment will be no more than an hour and a half over a five-day time period.
 - Judges will evaluate submissions to provide an overall score for each competitor and email rubrics to MFB for tabulation.
 - The top four scores will move on to the Final Four.
 - Each State Preliminary Judge will receive a thank you gift mailed directly to them from MFB State Staff.

FINAL FOUR:

- **Competitors:**
 - The Final Four competitors will have their State Preliminary Round entries automatically emailed to the Final Four Judges. There is NO additional video submissions that needs to be done by the competitors.
 - To provide a consistent evaluation of all four videos, the same three judges will watch and score all four videos based on the rubric.
 - All four competitors will receive an MFB Crew prize sponsored by DTE Energy and Michigan Farm Bureau through the Michigan Foundation for Agriculture.

- The state winner and state runner up will receive a cash prize and a plaque sponsored by DTE Energy and Michigan Farm Bureau through the Michigan Foundation for Agriculture.
- **Final Four Judges:**
 - Final Four judges will be recruited by MFB State Staff.
 - MFB State Staff will provide the main communication.
 - Each video will be watched by the same three judges. The four video links will be emailed to judges by MFB State Staff. The estimated time commitment will be no more than an hour during the Thanksgiving weekend.
 - Judges will evaluate submissions to provide an overall score for each competitor and email rubrics to MFB for tabulation.
 - The top score will be named the State Winner with the second top score earning the State Runner-Up title.
 - Each Final Four Judge will receive a thank you gift mailed directly to them from MFB State Staff.

MFB CREW Questions

Regional Level Question:

Besides the general ideas of increasing agriculture education programs in high schools and blasting social media posts, how can youth leadership programs such as 4-H, FFA, and Collegiate Farm Bureau assist the agriculture industry in attracting the best and brightest minds from all backgrounds and interests?

State Preliminary/Final Four Question:

With abundant productivity, farmers are in need of new markets, including opportunities outside traditional food and feed channels. How do we develop, invest and commercialize to innovate new uses of agricultural products and by-products to benefit all of agriculture?

Timeline

October 2- October 30	JotForm submission link will be live
October 30	Video & worksheet submissions due by NOON
October 31 – November 5	Judging of Regional Level Videos
November 5	Judges' Scores due to MFB State Staff
November 6	Regional winners announced via Facebook Live
November 6	State Preliminary question sent to competitors
November 6 – 19	JotForm submission link will be live.
November 19	Video & worksheet submissions due by NOON
November 19 – 23	Judging of State Preliminary Round
November 23	Judges' Scores due to MFB State Staff
November 24	Final Four announced via Facebook Live
November 24-30	Judging of Final Four
December 1	State Winner & Runner up announced via Facebook Live

Scoring & Rubric

Scoring:

1. Thesis Statement (10 points)
2. Problem solving and implementation (45 points)
3. Analysis of the topic or problem (30 points)
4. Delivery (15 points)



ROUND
 COMPETITOR
 REGION
 JUDGE

Superior = 100% of points available | Excellent = 80% | Good = 60% | Fair = 40% | Poor = 20%

<p>1. THESIS STATEMENT: (10 points) Contestant clearly defines the problem (5 points) and relays the importance and relevancy of problem (5 points).</p>		NOTES:
<p>2. PROBLEM SOLVING AND IMPLEMENTATION: (45 points) Contestant develops solutions (15 points) & plans actions to resolve the issue (15 points) while including Farm Bureau in the action plan (15 points).</p>		NOTES:
<p>3. ANALYSIS OF TOPIC OR PROBLEM: (30 points) Contestant identifies causes of the problem (10 points), remains on topic (10 points), while sharing an accurate, working knowledge of the topic (10 points).</p>		NOTES:
<p>4. DELIVERY: (15 points) Contestant speaks at an audible volume and pace (5 points), forms clear sentences (4 points), and conveys thoughts and viewpoints clearly and confidently (5 points).</p>		NOTES:
<p>TOTAL (out of 100)</p>		

Each contestant is judged by at least two judges. Total score for each contestant is to be tabulated by each judge, combined, and then averaged for the contestant's final score. Remember, each contestant is judged independently. No ranking or placing is necessary. Contestants you judge may have the same score.



Best Practices

- Dress should be business professional.
- Find a location with strong Wi-Fi signal
 - If possible, plug in to a wired internet source.
 - Ensure that others on your connection are not streaming at the same time as the competitive event to avoid lagging.
 - If you are having trouble finding a location with a strong signal, reach out to your advisor.
- Pay attention to your background. Though you will not be evaluated on your background, find a solid or subtle colored background to not distract the judges.
- Position your light source in front of you rather than behind or to the side of you. Judges should clearly see your face.
- Be prepared to film the video in one take. Videos must be unedited and five minutes or less. You may practice several times before achieving the video you wish to use.
- Set up a timer where you can see it to ensure you do not go over your five-minute time limit.
- Find a quiet location to prevent interruptions and background noise. Headphones/earbuds are acceptable if they help minimize distractions and interruptions.

Structuring Your Response

- Introduce yourself and the youth organization you represent.
- Clearly present your CREW response:
 - **C**ounty level perspective of the issue
 - **R**ealistic approach
 - **E**xplore possible solutions
 - **W**hat is your next step to address the issue discussed?
- Provide context and understanding of the topic by sharing your research, personal experience, and background knowledge.
- Address possible conflict or obstacles, while sharing realistic solutions and implementation steps. Consider how you, other high school students, businesses, organizations, and supporters can be incorporated into solution.
- Validate why you believe your solutions are viable.
- Thank the judge for watching your video.

CREW Worksheet

The worksheet provided in this guidebook is for reference. Please download the file sent to 4-H staff, FFA advisors, and county Farm Bureaus. You can also download the file on the Michigan Farm Bureau website at:

<https://www.michfb.com/mi/yfdiscussionmeet/>



DTE

MFB CREW

Submit this completed worksheet along with your YouTube video link by NOON on October 30th (Regional Level <http://bit.ly/MFBCREWRegional>) or NOON on November 19th (State Prelim <http://bit.ly/MFBCREWSTATE>). This is the ONLY format allowed for submission. You can download, write out your answers, and upload a scanned document – OR – fill out the pdf, save, and upload the file. This should be filled out with the intent to provide a high-level overview of your video. It is only a guide for the judge and to assist you in organizing your thoughts and structure of your video.

COMPETITOR'S NAME:

REGION:

ORGANIZATION:

Why is this issue important at the **COUNTY** level?

Describe some of the **REALISTIC** approaches that have been or could be **EXPLORED** to provide possible solutions. Share both potential and known obstacles and successes.

As a high school leader, **WHAT** is your personal step in assisting with the presented solutions? Consider your role in the organization you represent, local partners, and your skills and experiences.



MICHIGAN FARM BUREAU YOUNG FARMER PROGRAM