

The Missouri Institute of Cooperatives (MIC) serves as the coordinating body for cooperatives in Missouri. It plays a central role in organizing and facilitating the MIC public speaking competition each year. The MIC works closely with educational institutions in the state, including the University of Missouri, to support cooperative-related programs.

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## Speech Topic - 2024

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Students must interview a representative from a local cooperative to identify a current challenge the cooperative is facing. After identifying the challenge, students will develop and propose a solution.

1. **Select a Cooperative:** Choose a local cooperative to focus on. This can be in sectors such as feed & supply, electric, dairy, financial, or any other relevant area.
2. **Schedule an Interview:** Arrange an interview with a representative from the chosen cooperative to discuss the challenges that they feel are facing their cooperative.
3. **Conduct the Interview:** Carry out the interview, ensuring you gather detailed information about the problem. Take notes and record the conversation if possible (with permission).
4. **Identify the Problem:** Analyze the information gathered to clearly define the main problem the cooperative is facing.
5. **Propose a Solution:** Based on your analysis, develop a practical and innovative solution to address the identified problem. Consider the feasibility and potential impact of your solution on the cooperative and the rural community.

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## Participant Eligibility

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The FFA public speaking contest will be open to all Missouri FFA members who are currently enrolled in agricultural courses during the current calendar year, or high school students who have completed all agriculture courses offered. Any previous winner who represented their district at the state contest is ineligible to enter the contest again.

Each local FFA chapter will determine the local representative to compete in the area contest. Winners of the area contests will advance to compete at the district contest level. Missouri is divided into six FFA districts and each district can send one district winner to the state contest. The MIC staff will select district judges from each of the respective six contest regions. The district contests must be held before November 22, 2024.

Each district winner is eligible to participate in the state contest on December 3, 2024, at MFA Incorporated in Columbia, Missouri.

## Speech Preparation

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Each contestant is responsible for creating their own manuscript. This means that the content of the speech should be the result of their own research and writing efforts. Contestants must conduct an interview with a representative at a local cooperative.

The speech should be prepared on standard white paper measuring 8.5" x 11". It should be double-spaced and typewritten. Additionally, contestants are expected to include accurate citations (works cited) to give proper credit when they use direct quotes, phrases, or specific dates in their speech.

## Time Limit

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Each speech must be a minimum of six minutes in length but should not exceed eight minutes. There is a penalty for speeches that fall outside this time frame. For speeches shorter than six minutes or longer than eight minutes, one point will be deducted for each second outside this range. After delivering the speech, each contestant will have five minutes allocated for a question-and-answer session related to cooperatives. This allows judges to assess the contestant's knowledge and ability to respond to inquiries.

## Scoring

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The scoring for the contest will follow a specific scorecard format divided into two parts and used in the National and State FFA Public Speaking Contests.

- Part 1: Content and Composition, worth 300 points, assesses the quality of the speech's content and its organization.
- Part 2: Delivery and Response to Questions, worth 700 points, evaluates how effectively the speech is delivered and how well the contestant handles questions from the judges.

## Dates & Locations

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The MIC contest will be held concurrently with other speaking contests. These are the dates, locations, and times for the local, area, and district contests. Participants will compete at these levels to qualify for the Missouri contest.

- **Northwest**-Cameron, November 13, 4:30 p.m.
- **Northeast**-South Shelby, November 19, 5:00 p.m.
- **Central**-State Fair Community College, Sedalia, November 13, 4:00 p.m.
- **Southwest**-Aurora, November 8, Prelims 9:00 a.m., finals 12:30 p.m.
- **South Central**-Rolla, November 6, 4:30 p.m.
- **Southeast**-Bloomfield, November 7, 4:30 p.m.

District winners are required to electronically submit their speeches to Jill Moreland in either PDF or Word format. The submission deadline is no later than November 22, 2024.

The Missouri contest for the MIC-sponsored contest will be held on December 3, 2024, at MFA Incorporated in Columbia, Missouri. Details will be provided to the district winners and their advisors. Please ensure that all interested FFA members are aware of this event and the details mentioned here.

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### Awards

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Each district winner will receive a cash award of \$100. In the state contest, the top three winners will be eligible for cash prizes as follows:

- First Place: \$500
- Second Place: \$350
- Third Place: \$150

These cash awards serve as incentives and recognition for the outstanding performance of contestants in the contest.

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### Need More Information?

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If there is a student who wishes to participate in the contest, please contact your district supervisor. If there are any questions or if more information is needed about the contest, please contact Jill Moreland:

- Email: [MorelandJ@Missouri.edu](mailto:MorelandJ@Missouri.edu)
- Phone: 573-338-3671