



*Ohio FFA*

*Officer Book Resource*



# *Official Chapter Reporter's Book*

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Chapter Name

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Chapter Reporter and Membership ID

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Chapter Advisor

TO BE FILED AS A PERMANENT CHAPTER RECORD WHEN COMPLETED

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*Updated: March 2019*

# Duties and Objectives of the Chapter Reporter

## Duties

Chapter officers serve a vital function in FFA. By taking a major leadership role, these students grow from the experience and benefit the chapter. It should be the officers' goals to lead by example and encourage other members to participate in chapter activities.

There are specific duties and responsibilities that generally relate directly to the Reporter:

- Serve as chair of the POA public relations committee
- Plan public information programs with local radio, television, newspaper and service clubs and make use of other opportunities to tell the FFA Story.
- Release news and information to local and regional news media.
- Publish a chapter newsletter or website.
- Prepare and maintain a chapter scrapbook.
- Send local stories to area, district and state reporters and to any school publications.
- Send articles and photographs to *FFA New Horizons* and other national and regional publications and websites.
- Work with local media on radio and television appearances and FFA news.
- Serve as the chapter photographer.

## Objectives

All good leaders set goals and objectives for themselves. Your objectives as a chapter reporter should include:

- Leave a permanent, legible record archive of all appropriate activities for anyone who may want to review the transactions.
- Photograph and archive all-important FFA events that help tell the FFA story at the local and state level.
- Highlight all published materials that chronicle the chapter's yearly activities.
- Communicate with outside stakeholders by writing and submitting news and featured articles that tell the FFA story.
- Submit completed reporter's book as outlined in the Ohio FFA Reporter's Book Rubric for evaluation with other chapters.

# Regional Chapter Secretary's Book Evaluation

## Evaluation Year

Local chapters have the option to run their secretary's book either by current calendar or current fiscal year. For evaluation purpose, the book **MUST** cover a 10 to 12 months period to receive full points. This should be indicated in the table of contents or on the title page at the front of the book.

## Rules

1. The Reporter's Book must be bound in a suitable book (Shutterfly, Official FFA Scrapbook binder through National FFA, or equivalent).
2. All entries in the award book should be the work of the chapter reporter to be considered for points.
3. *Digital Submission policy:* Hard copies submitted in or with the Reporter's book will be accepted. Digital media can be submitted onsite; however, the teacher **must** present information to the evaluation committee with a count of submissions for teach category if digitally submitted. Examples of this are provided in the Digital Media section.

4. The book shall include the following:
  - A. Print Media – the following is considered Print Media:
    - News Articles
    - Newsletters
    - Magazines
  - B. Digital Media - the following is considered Digital Media:
    - Facebook
    - Twitter
    - Instagram
    - Blogs
    - Website
  - C. Chapter Snapshots
5. Judging is held during regional evaluations by current local advisors with the guidance of Ohio Department of Education staff. The Ohio FFA Reporter's Book Rubric will be utilized for rating and scoring the books.
6. All FFA reporters that earn a Gold Rating may be awarded a gold medal that may be presented at the Ohio FFA Convention.

## **Chapter Reporter's Reference Material**

### **General Information**

The Official Secretary's Book must be bound in either a notebook, a permanent binder, and/or digitally made scrapbook. This could be a normal three-ring binder, purchased through National FFA, and/or using Shutterfly or like publications. Any combination or one of the above forms are acceptable, as long it is done in a neat and organized manner.

The Official Reporters' Book should have collections in an organized, distinguishable order (season, activity, month, etc.). The book also needs to have the Chapter and Reporter's name and membership ID clearly published with a date range of records on a title page. The book should also have a table of contents that will assist the viewer where to locate information (see examples for more details). This book also needs to cover the current officer year, school year, or calendar year (10 to 12 months) to receive full points. No more than one-year records should be reflected in this book.

The resources you may want to consider using is the Agriculture Experience Tracker (AET) and/or resources your chapter already has established that works for the chapter. Just be sure that the resource will match the rubric for evaluation purposes.

### **Print Media**

All may or may not include pictures with or without captions. Print Media pictures with captions will not count toward chapter snapshots. Any combination of news articles, newsletters, and magazines will be accepted. Source banner/logo can be with the table of contents with a way to identify what article belongs to which banner/logo. Media must have dates and have a full focus on Ag. Ed., FFA, FFA Alumni programs and/or programs. Source banner/logos must also be attached with the articles or with the table of contents. Again, if you only have the banner/logo in the table of contents, you must identify that the print media article goes with that banner/logo. Duplicate articles from different publications will be accepted, if there is a different banner/logo. For full points, at least 20 news articles or newsletters meeting all the criteria are displayed in the book. Articles should cover the current year (school, fiscal, or calendar year). Submission proofs will also be accepted at a ¼ point per proof (email) with a maximum allowed of 10.

## Example of Print Media (News Article)



In this example, the evaluator can see the publication banner, Danville Beacon, can tell the articles have a focus on FFA programming, and when the articles were published. This page would count as two articles.

## Digital Media

The only forms of digital media that will be counted is Facebook, Twitter, Instagram, blogs, and a website. The FFA Chapter does not need all 5 areas and a combination of or just one of the 5 is acceptable. Announcements/reminder “posts” **will not count**. All posts/information needs to help tell the FFA story clearly. All posts need to have a date stamp and in distinguishable order. Blog posts need to have the URL attached to the post. For full points, the book must include 30 posts on social media (Facebook, Twitter, and Instagram), blog posts, or “News” section on a webpage. A combination of any posts will be sufficient (example: 10 Facebook posts, 10 blog posts, and 10 webpage “News” posts).

The chapter website needs to include, along with the 30 “news” posts, a homepage, calendar/list of activities, chapter leadership team, and promotional material (i.e. fruit/strawberry sale). For this, you can use AET, Google Sites, local school web page or wix site just to name a few examples.

The digital media section must cover the current year (school, calendar, or fiscal year).

## Chapter Snapshots

For full points you will need to include at least 80 good quality photographs that are 9 sq. in (roughly the size of a standard post-it note) or larger with a detailed (location, activity, names of students or group) caption on all 80 photos. See example below:

*Sample Chapter Snapshots with caption:*



*The 2018-2019 Ohio FFA State Officers in front of the Ohio FFA Center during one of their summer planning meetings.*

**Neatness, Organization, and Artistic Expression**

For full points, the articles and pictures need to be placed neatly (no wet glue or loose materials) displayed in the book so they will not fall out or become damaged. Collections are organized in a distinguishable order clearly with a table of contents for ease of use. The Chapter and Reporter's name and membership ID are clearly published on a title page with a date range of archives in the book. Titles and captions are typed or written neatly in ink with artwork or design included.

*Example Title page* – this will help the evaluator know that the book is organized by season and then media publications. The Reporter can decide how they would like to lay out their book and how elaborate and decorative they would like to make this page. This is a very simple, basic table of contents.

**Sample FFA Chapter Table of Contents**

Summer Events	page 1-5
Fall	page 6-10
Winter	page 11-15
Spring	page 16-30
Print Media	page 31-40
Social Media	page 41-50

*\*Digital Submission*

- Facebook – 15 posts
- Instagram – 10 posts
- Twitter – 15 posts

## Ohio FFA Reporter's Book Check Sheet

This is a tool that was created to have a "to-do" list of everything that needs to be in the officer book to receive full points or ensure everything is in the book that needs to be. You still **need to use the rubric** for more details, this is just a guide.

Criteria Area	What needs to be included for <i>full</i> points	Yes	No
Print Media	Do you have at least one of the following forms of print media? <ul style="list-style-type: none"> <li>- News Articles</li> <li>- Newsletters</li> <li>- Magazines</li> </ul>		
	Did you include the source banner/logo either with each article or in the table of contents with a way to identify the source to the articles?		
	Did you include the date of when the article was published?		
	Do all the articles have a full focus on Ag. Ed, FFA, FFA Alumni programs and/or activities?		
	Did you include at least 20 articles or newsletters meeting the criteria?		
	Do the articles cover at least 1 year of time?		
Digital Media	Do you have at least one of the following forms of digital media? <ul style="list-style-type: none"> <li>- Facebook</li> <li>- Twitter</li> <li>- Instagram</li> <li>- Blog</li> <li>- Website</li> </ul>		
	Do all posts/information help tell the FFA story clearly?		
	Do all posts have a date and are organized in a distinguishable order?		
	Do all posts have a full focus on Ag. Ed and/or FFA programs or activities?		
	Are there at least 30 posts on social media, blogs, or "news" section on a website?		
	Does the website include all the following? <ul style="list-style-type: none"> <li>- Homepage</li> <li>- Calendar/list of activities</li> <li>- Chapter Leadership team</li> <li>- Promotional material</li> </ul>		
	Does the Digital Media section cover at least 1 year of time?		
Chapter Snapshots	Do you have 80 good quality photographs that equal 9 sq. in?		
	Do you have 80 detailed captions that include all the following information (location, activity, name, or students or group)?		
Neatness, Organization, and Artistic Expression	Are all articles and pictures neatly displayed with no wet glue or loose materials falling out and so nothing will get damaged?		
	Are all collection organized in a distinguishable order?		
	Did you include a table of contents and artwork/design?		
	Is the Chapter and Reporters Name with membership ID clearly published on a title page?		
	Are all titles and captions typed or written neatly in ink?		

