

The Missouri Institute of Cooperatives (MIC) coordinates the annual MIC public speaking competition and supports cooperative education across the state. It partners with institutions like the University of Missouri to promote cooperative-related programs.

Speech Topic

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). At least three direct quotes from the interview must be included in your speech to reflect insights from the cooperative representative.
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.

Participant Eligibility

This FFA public speaking contest is open to all Missouri FFA members currently enrolled in agriculture courses or those who have completed all available high school ag courses. Previous state contestants are not eligible to compete again.

Each local FFA chapter will select one representative for the area contest. Area winners advance to the district level, and Missouri's six FFA districts each send one winner to the state contest.

District and state judges will be selected by the MIC. The state contest will be held on December 11th at FCS Financial, 2800 Woodard Dr, Columbia, MO 65202, beginning at 10AM.

Speech Preparation

Each contestant must create their own manuscript based on original research and writing. An interview with a representative from a local cooperative is required.

Manuscripts should be typewritten, double-spaced, and printed on standard 8.5" x 11" white paper. A works cited page, APA format, must be included to credit any direct quotes, phrases, or specific information used.

To learn more about cooperatives and the cooperative business model, visit mic.coop.

Time Limit & Scoring

Each speech must be between six and eight minutes long. One point will be deducted for every second under or over this time limit.

Following the speech, contestants will participate in a five-minute Q&A session on cooperatives to demonstrate their knowledge and ability to respond effectively.

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

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.

- **Central**-UCM, Warrensburg, November 12th
- **Northeast**-Monroe City, November 18th
- **Northwest**-Cameron, November 19th
- **Southeast**-Bloomfield, November 6th
- **Southwest**-Marshfield, November 10th
- **South Central**-Rolla, November 13th

District winners are required to electronically submit their speeches to Jill Moreland in either PDF or Word format. Email documents to Jill at MorelandJ@Missouri.edu by December 1.

Awards

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.

Need More Information?

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 email Jill Moreland at MorelandJ@Missouri.edu.