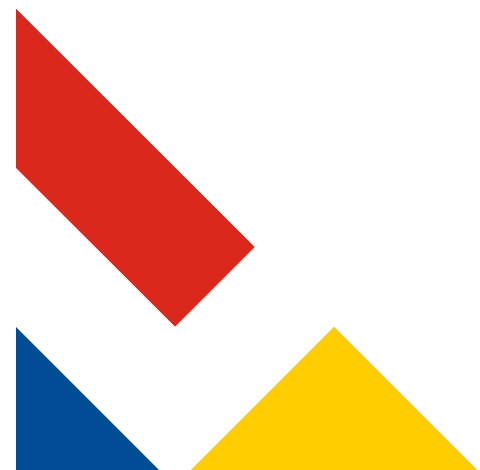# Creed Speaking Leadership Development Event Handbook

Revised 2022

Purpose & Objectives

Purpose

The FFA Creed outlines the organization's beliefs regarding the industry of agriculture, FFA membership and the value of citizenship and patriotism. The Creed is recited by FFA members as part of the requirements to earn the Greenhand FFA Degree. The purpose of the Creed speaking leadership development event is to develop the public speaking abilities of 7th, 8th and 9th grade FFA members as well as develop their self-confidence and contribute to their advancement in the FFA degree program.

Event Rules

If there are any questions or issues, the State FFA Advisor will make the final decision.

- The FFA Creed Speaking Leadership Development Event will be limited to FFA members in grades 7, 8 or 9 and first-year 10th grade members.
- Members may compete one year only at all levels of eligible membership.
- FFA members in 10th grade are not eligible to represent the state association at the national level, should they win the state LDE.
- Members are required to wear FFA Official Dress for this event or 20 points will be deducted from their overall score.
- Any participant in possession of any electronic device is subject to disqualification.

Event Format

The event is an individual event that will include an oral presentation and answering critical thinking questions directly related to the Creed.

The event will be conducted in up to two rounds: preliminary and finals (eight participants). The top two speakers from each preliminary section will advance to the finals. The top two speakers from the semifinal sections will advance to the final round. No ranking will be given except for the final four.

Speaking Order will be determined based on the Patrick Model as summarized below. The room facilitator will introduce each participant by participant name and state association in order of the drawing.

> *Flights will be seeded using the Patrick Model: Flights are to be determined by the draw was completed during the Spring Exec FFA Committee meeting and the draw shall be overseen by Washington FFA State Staff. First you draw a district and they are placed in flights moving from left to right. The goal is to try and have the same number of "1" seeds in each flight along with randomization from the districts.*

Participants will be held in a holding room prior to their presentation for each round. Participants will not be allowed to have contact with any outside persons.

Equipment

No specialized equipment is required.

Team Activities

There are no team activities as this is an individual event.

Individual Activities

Creed Presentation & Questions (100 Points)

Members will present the Creed from the current year's online Official FFA Manual.

No props are to be used. Each participant must recite the Creed from memory. Each participant shall begin the presentation by stating, "The FFA Creed by E.M. Tiffany" Each LDE participant shall end the presentation with the statement, "... that inspiring task. Thank you." Additional introductory or concluding remarks will result in accuracy deductions as indicated on the scorecard.

The event will be a timed activity with four minutes for presentation. After four minutes, the participant will have one point deducted for every second over set time.

Applause shall be withheld until all participants have spoken.

Following the presentation, each participant will be asked three questions per round with a five-minute total questioning time limit. Participants will be stopped at the five-minute mark. The questions used will change as the participant progresses to semifinal and final rounds of the event. The questions will be formulated annually by the Creed speaking LDE coordinator and will avoid two-part questions.

Timekeepers will be designated to record the time used by each participant in delivering his/her speech. Content accuracy judges will record the number of recitation errors during delivery.

Scoring

Three to five competent and impartial persons will be selected to judge the event. Attempts will be made for at least one just to have an agricultural/FFA background. Each chapter participating must provide a judge for the preliminary round, and the semifinal round (should their chapter speaker(s) advance). Any advisor who has a student competing may not serve as a judge for that speaking event.

At the time of the event, the judges will be seated in a designated section of the room in which the event is held. They will score each participant on the delivery of the Creed and responses using the rubric provided. When participants have finished the presentation and answering of questions, each judge will total the score of each speaker. The judges' score sheets will then be submitted to event officials to determine final rankings of participants.

Judges' ranking will be used to place individual creed speakers. Speakers will be ranked in numerical order based on the final score to be determined by each judge without consultation. The judges' ranking of each individual then shall be added, and the winner will be that individual whose total ranking is the lowest. (Low rank method of selection where a rank of "1" is assigned to the highest place team, "2" to the second-place team, etc.)

Rubrics and feedback submitted by the judges for all participants will be distributed at the end of the state event.

TIEBREAKERS
1. Ties will be broken based on the greatest number of low ranks. Participant's low ranks will be counted and the team with the greatest number of low ranks will be declared the winner.
2. If a tie still exists, then the event superintendent will rank the participant's response to questions. The individual with the greatest number of low ranks from the response to questions will be declared the winner.
3. If a tie still exists, then the participant's raw scores will be totaled. The individual with the greatest total of raw points will be declared the winner.

References
This list of references is not intended to be all inclusive.
Other sources may be utilized, and teachers are encouraged to make use of the very best instructional materials available. Make sure to use discretion when selecting website references by only using reputable, proven sites. The following list contains references that may prove helpful during event preparation. The most current edition of resources will be used.

- Past CDE/LDE materials, finals hall footage and other resources are available by logging in to: https://www.ffa.org/participate/cdes/creed-speaking
- *National FFA Core Catalog: Developing Great Speeches Guide*
- *Current year's online Official FFA Manual: FFA.org*

THE FFA CREED SPEAKER SCRIPT

THE FOLLOWING IS EXACTLY WHAT MUST BE RECITED:

"The FFA Creed by E.M. Tiffany

I believe in the future of agriculture, with a faith born not of words but of deeds – achievements won by the present and past generations of agriculturists; in the promise of better days through better ways, even as the better things we now enjoy have come to us from the struggles of former years.

I believe that to live and work on a good farm, or to be engaged in other agricultural pursuits, is pleasant as well as challenging; for I know the joys and discomforts of agricultural life and hold an inborn fondness for those associations which, even in hours of discouragement, I cannot deny.

I believe in leadership from ourselves and respect from others. I believe in my own ability to work efficiently and think clearly, with such knowledge and skill as I can secure, and in the ability of progressive agriculturists to serve our own and the public interest in producing and marketing the product of our toil.

I believe in less dependence on begging and more power in bargaining; in the life abundant and enough honest wealth to help make it so – for others as well as myself; in less need for charity and more of it when needed; in being happy myself and playing square with those whose happiness depends upon me.

I believe that American agriculture can and will hold true to the best traditions of our national life and that I can exert an influence in my home and community which will stand solid for my part in that inspiring task.

Thank you"

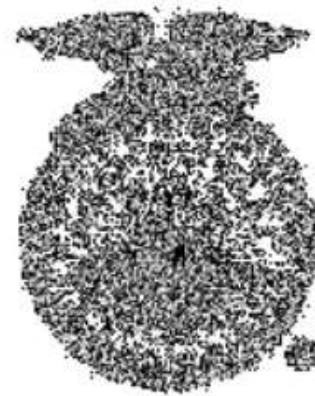**ALL RECITATION ERRORS (*MISSED WORDS*) MUST BE CIRCLED**

Total # of Recitation Errors [____]
(missed, added or switched words)

Question Time: [____]

Determination of Deductions

Number of errors ___ x 2 = _____

Total Deduction: [_____]

The creed was written by E.M. Tiffany, and adopted at the 3rd National Convention of the FFA. It was revised at the 38th Convention and the 63rd Convention.

Rubrics
Creed Speaking LDE Presentation Rubric
100 points

Participant # _____

INDICATORS	Very strong evidence of skill is present 5–4 points	Moderate evidence of skill is present 3–2 points	Strong evidence of skill is not present 1–0 points	Points Earned	Weight	Total Points
Oral Communication – 30 points						
Pace	Speaks very articulately at rate that engages audience.	Speaks articulately but occasionally speaks too fast or has long unnecessary hesitations.	Speaks too slow or too fast to engage audience.		X 2	
Tone	Voice is upbeat, impassioned and under control.	Voice is somewhat upbeat, impassioned and under control.	Voice is not upbeat; lacks passion and control.		X 2	
Volume	Emitted a clear, audible voice for the audience present.	Emitted a somewhat clear, audible voice for the audience present.	Emitted a barely audible voice for the audience present.		X 2	
Non-verbal Communication – 30 points						
Eye contact	Eye contact constantly used as an effective connection. Constantly looks at the entire audience (90-100 percent of the time).	Eye contact is mostly effective and consistent. Mostly looks around the audience (60-80 percent of the time).	Eye contact does not always allow connection with the speaker. Occasionally looks at someone or some groups (less than 50 percent of the time).		X 2	
Mannerisms and gestures	Hand motions are expressive and used to emphasize talking points. No nervous habits.	Sometimes exhibits nervous habits. Hands are sometimes used to express or emphasize.	Displays some nervous Habits. Hands are not used to emphasize talking points; hand motions are sometimes distracting.		X 2	

INDICATORS	Very strong evidence of skill is present 5–4 points	Moderate evidence of skill is present 3–2 points	Strong evidence of skill is not present 1–0 points	Points Earned	Weight	Total Points
Poise	Portrays confidence and composure through appropriate body language (stance, posture, facial expressions).	Maintains control most of the time; rarely loses composure.	Lacks confidence and composure.		X 2	
Question and Answer—40 points						
Response to questions	Is able to respond with organized thoughts and concise answers.	Is able to speak effectively and sometimes gets off topic. Answer lacks organization.	Response fails to answer question.		X 2	
Support	Always provides details which support answers/basis of the question.	Usually provides details which are supportive of the answers/basis of the question.	Sometimes overlooks details that could be very beneficial to the answers/basis of the question.		X 3	
Knowledge of agriculture	Answer shows knowledge of agriculture.	Answer shows limited knowledge of agriculture.	Answer shows no knowledge of agriculture.		X 3	

Gross Total Points	
Time Deduction*	
Accuracy Deduction**	
Official Dress Deduction***	
NET TOTAL POINTS	
RANK	

- * -1 point per second over, determined by the timekeepers
- ** - 2 points per word, determined by the accuracy judges.
- ***- 20 points deduction for members not In Official FFA Dress.

WASHINGTON FFA: FFA Official Dress required. Members not in Official Dress will be deducted 20 pts.

AFNR Content Standards

Measurement assessed	Where measured in event	Academic content standards addressed
CRP.04.01. Performance Indicator: Speak using strategies that ensure clarity, logic, purpose and professionalism in formal and informal settings.		
CRP.04.01.01.a. Identify and categorize strategies for ensuring clarity, logic, purpose and professionalism in verbal and non-verbal communication (e.g., vocal tone, organization of thoughts, eye contact, preparation, etc.).	Entire Event	
CRP.04.01.02.b. Apply strategies for speaking with clarity, logic, purpose and professionalism in a variety of situations in formal and informal settings.	Entire Event	
CRP.04.03. Performance Indicator: Model active listening strategies when interacting with others in formal and informal settings.		
CRP.04.03.01.b. Apply active listening strategies (e.g., be attentive, observe non-verbal cues, ask clarifying questions, etc.).	Entire Event	
CRP.04.03. Performance Indicator: Model active listening strategies when interacting with others in formal and informal settings.		
CRP.04.03.01.b. Apply active listening strategies (e.g., be attentive, observe non-verbal cues, ask clarifying questions, etc.).	Entire Event	
CRP.04.03.02.c. Model active listening strategies in formal and informal settings.	Entire Event	