



PA FFA Floriculture **Virtual** CDE



Chairperson Information

CDE Chairperson	Delores (Lori) Bruce
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Basic Virtual CDE/LDE Guidelines

Event Type: Floriculture	# of Team Members:
<p><u>Individual Materials List</u></p> <ul style="list-style-type: none"> • Prepared résumé • Computer access with Google Chrome • Calculator- Should be battery operated, non-programmable and Non-scientific (basic five function only). No other calculators are allowed to be used during the event. 	<p><u>Group Materials List</u></p> <ul style="list-style-type: none"> • Prepared résumé • Computer access with Google Chrome • Calculator- Should be battery operated, non-programmable and non-scientific (basic five function only). No other calculators are allowed to be used during the event.
<p><u>Pre-Event CDE Expectations</u></p> <ul style="list-style-type: none"> • Please refer to the National CDE Floriculture Manual for event details and CDE Scorecards, references and resources. 	

Virtual CDE/LDE Rules

CDE Component	Points	Component Description	Virtual Platform
TEAM ACTIVITY	800	Each team will perform an assignment routinely performed in some phase of the floriculture industry that requires teamwork. Prior to the event, the Pennsylvania FFA Floriculture Career Development Event committee will select a theme and series of floriculture industry assignments that span the breadth of the industry from production to design. These tasks will be described in situational terms for presentation to each team. Forty-five minutes will be allowed for completing the activity. There will	ZOOM or Google Meet

		<p>be an additional fifteen minutes for preparation and clean up. All materials needed to complete the assignment will be provided. The type of assignments that may be used in this phase of the event are but are not limited to:</p> <ul style="list-style-type: none"> • Prepare floral products for an event. • Prepare and pack floral products for shipping and updating inventory. • Create a floral product display. • Create a greenhouse production and task schedule to meet the needs of a given customer <p>Scoring criteria for the team preparation and presentation are on the team activity scorecard which will be recorded by a judge.</p>	
IDENTIFICATION OF PLANT MATERIALS AND EQUIPMENT	200	<p>Fifty specimens from the National FFA floriculture plant and equipment identification list will be displayed for participants to identify by technical and common names. A number will designate each specimen. Four points will be awarded for each specimen that is correctly identified. Each participant will be allowed 25 minutes to complete this phase of the event.</p>	Google Forms
GENERAL KNOWLEDGE EXAMINATION	200	<p>Participants will answer 50 multiple choice questions that cover all areas of the floriculture industry as reflected in the event objectives. This phase of the event will test participants' knowledge and understanding of basic biological and scientific principles of producing and marketing flowers, plants and foliage. Each participant will be allowed 50 minutes to complete the exam. Each answer has a value of four points.</p>	Google Forms
JOB INTERVIEW	100	<p><u>JOB INTERVIEW (100 POINTS)</u> Each participant will appear before an employer (judge) for the purpose of interviewing for a position available in the</p>	Google Forms/ ZOOM/ Gmail

		<p>employer’s business. The event superintendent will announce specific information about the job for which the participant is applying at the team orientation meeting. Participants will be given two job descriptions at the team orientation meeting along with application forms to complete. Participants will be allowed to choose the job they wish to interview for and prepare their applications prior to participating in the practicum. Participants will be expected to prepare, prior to the event, a résumé of their experiences and background to present to the judge at the time of the interview. Ten minutes will be allowed for this practicum. Participants will be allowed five minutes to complete the interview and five minutes for judges to score the interview. Scoring criteria are presented on the job interview practicum scorecard which will be recorded by a judge.</p>	
<p>MEDIA SELLING</p>	<p>75</p>	<p>Each participant will be asked to create or evaluate advertising from the following:</p> <ul style="list-style-type: none"> • Newspaper/catalog ad • Radio script • Newsletter • Brochure/flyer • Email • Social media • Facebook • Twitter • Video – YouTube • Web homepage <p>All information and materials needed to develop the advertisement will be provided. Twenty minutes will be allowed for this practicum. Of the 20 minutes, 12 minutes will be allotted for preparation, five minutes for oral/written presentation and</p>	

		three for judges to score. Scoring criteria are presented on the media selling practicum which will be recorded by a judge.	
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Causes for Disqualification: Causes for Disqualification:

Each team will be comprised of four members.

- All four scores will be used to determine total team score.
- Any communication between participants during the event will be sufficient cause to eliminate the team and/or individual from the event. The exception to this is the team activity.
- Any participant caught cheating during the event will be expelled from the event.
- All participants are expected to be prompt at their ZOOM meets throughout the event. No provision will be made for tardiness, which will in most cases cause the late participant to lose event points.
- The event chairperson will assign the participants to ZOOM Meets
- Any assistance given to a participant from any source during the event, other than a floriculture official, will be sufficient cause to eliminate the team from the event.
- Various computer applications may be utilized throughout the floriculture event.
- Any participant in possession of an electronic and/or communication device during the event will be disqualified

Tie-breaker:

INDIVIDUAL If ties occur the following events will be used in order to determine award recipients:

1. Written Exam
2. Plant and Equipment Identification
3. Job Interview

TEAM If ties occur the following events will be used in order to determine award recipients:

1. Team Activity
2. Written Exam
3. Plant and Equipment Identification

Resources

www.ffa.org/SiteCollectionDocuments/cde_2017_2021_floriculture.pdf

[http://www.paffa.org/docs/sidemodules/56863_PolicyManual\(2013\).pdf](http://www.paffa.org/docs/sidemodules/56863_PolicyManual(2013).pdf)

<https://www.ffa.org/home>

<http://www.paffa.org/>