

CATA Curricular Code Change Proposal

Submission Instructions, please read in full before submitting your proposal:

1. Fill in all the below information.
2. Download the current code from the CATA Website: [Curricular Activities Code](#)
 1. Do not delete anything from the code. Strikethrough parts to delete. Any new wording, type into the code and highlight in yellow.
 2. Upload "Proposed Code" below.
 3. Upload any additional documents if needed
 4. Scroll all the way to the bottom and sign the form.
3. **IMPORTANT - Answering "Yes" to any of the questions requires the Host Site's Contest Coordinator's signature.**
 1. After all information is filled out, codes are updated and you have signed the form, hit "Save" on the bottom right-hand corner. **DO NOT** hit "SUBMIT".
 2. Once you hit "Save" a box will appear with a link. This link is specific to your proposal. You can email the link to yourself and also copy from this box.
 3. Email this link to the Host Site coordinator to review your proposal. When emailing the Host Site, request that they review your proposal and sign in the "Host Site Coordinator's" Signature box. Request that they hit "Save" after signing the document and let you know that the signature is complete.
 4. Using the link, pull up your proposal and confirm that the signatures are complete and hit "Submit". Once you hit "Submit", you will no longer be able to make any changes to your submission.

Name of Contest:

Marketing (Cooperatives)

Curricular Codes Open - List A

Marketing

Out of Rotation Curricular Codes

Revive a Contest: Please enter the name of the contest below and contact the CATA office for a copy of the Code.

Proposed by:

Jill Sperling

School:

CDE

Email:

jsperling@cde.ca.gov

Issue:

Remove language requiring chapters to participate in sectional contests to qualify for the state contest. Remove all subsequent language governing the management of sectional contests. This change would simply bring the curricular code into line with current practice. There is no way for state staff to enforce this rule.

This proposal will require a contest to open out of rotation: (Please note: It is highly recommended that you, or a representative, attend the pre-conference governing board meeting to answer any questions regarding proposed curricular code changes to contests that are requested to be opened out of rotation.)

No

The change will affect General Rules:

No

The change will affect the awards needed:

No

The proposed change will affect contest forms:

No

The proposed change will affect contest hosting site (e.g. additional facilities, new sections, additional scoring, etc.)

No

If you answered YES to any of the above questions, please explain:

Which JudgingCard scorecard will be used for tabulations?

Current card being used; no change

Is this a New Contest Proposal?

No

If you answered YES to this being a New Contest Proposal, please indicate who will be sponsoring the contest. New Contest Proposals require a 3-year sponsor. Contact information for Sponsor:

If you answered yes to any of the above questions, you need to include the following signature:

Host Site Contest Coordinator's Name:

CDE Host Site Contest Coordinator's Signature (agreeing that changes are able to be accommodated by the host site.)

**Upload code with tracked changes:
Marketing Curr Code - Proposed Changes.docx**

Upload any additional information you would like:

Please sign below:

Jill Sperling

Revised 12/2023

The contest is sponsored by the Agricultural Council of California.

Purpose and Standards

The Marketing event seeks to effectively prepare the students with the practices and operations of Agricultural Cooperatives. Workers seeking careers in cooperative marketing must not only develop a high degree of knowledge and skill they must also develop the ability to solve difficult problems. This event blends the testing of manipulative skills and knowledge required for careers in operations and marketing. California Career Technical Education Model Curriculum Standards addressed by this event include:

Foundation Standards: Mathematics Algebra, 10,12,15, Social Science 12.2, 12.2.2, 12.2.3, 12.2.5, 12.2.6, Reading 2.1, Responsibility and Flexibility 7.0 (7.1- 7.6), Ethics and Legal Responsibilities 8.0 (8.1-8.4), Leadership and Teamwork 9.0 (9.1-9.6).

Agricultural Business Pathway Standards: A1.1, A1.2, A1.3, A1.4, A2.2, A2.3, A4.1, A6.1, A6.2, A7.1, A7.2

Contestants

- Teams shall consist of three to five members. The scores of the three highest team members shall be used for the team score. All team members are eligible for individual awards.
- ~~To be eligible for the State Contest, a chapter must have participated in a Sectional Marketing Contest during the current school year. All teams participating at the sectional contest are eligible to compete at the state contest. Each Sectional contest host school will submit a list of chapters and individuals participating at the sectional contest to state staff.~~

Classes

Class	Individual Points	Team Points
Written Test	100	300

Tie Breaker

1. Tie scores for individuals and teams will be resolved using the math problems.
2. If a tie still exists the true/false questions will be used.
3. Finally, if a tie still exists the multiple choice questions will be used.

Rules

- I. The contest consists of two written examinations with a combined score of 100 points, based on the booklet *Exploring Farmer Cooperatives* provided by the Agricultural Council of California, *Co-Ops 101 An Introduction to Cooperatives* (Cooperative Information Report 55), and *Cooperatives in Agribusiness* (Cooperative Information Report 5).
 - A. No other source of information is considered valid for responses to the contest test questions with the exception of problems requiring mathematical solutions. Such questions are based on principles described in the official texts and on generally accepted mathematical techniques.
- II. Contest emphasis is on the subjects of farm product marketing in general, and farmer cooperation in particular, as described in the *Exploring Farmer Cooperatives* booklet, *Co-Ops 101 An*

Introduction to Cooperatives (Cooperative Information Report 55), and *Cooperatives in Agribusiness* (Cooperative Information Report 5).

A general knowledge of the following is required:

- A. The importance of the subject of marketing to farmers and students.
 - B. The elements of successful marketing.
 - C. The principles of cooperation as they apply to marketing, bargaining, purchasing and service associations.
 - D. The farmer's choices in means of marketing his products.
 - E. Practical aspects of organizing, operating and managing a farmer cooperative.
 - F. Terms commonly used in marketing and cooperatives.
 - G. Basic mathematical techniques for computing averages, percentages, etc. These figures should be rounded off to the nearest one- hundredths (eg. 162.67 people or \$324.16).
 - H. Miscellaneous data on California agriculture, agri-careers and cooperative history.
- III. A chapter may bring up to 15 individuals to a sectional contest. All participants will be eligible for individual awards. The three highest scoring individuals from a chapter will comprise a team.
- IV. There is a minimum of two teams required to hold a valid sectional contest.
- V. To be eligible for the state contest a team must have participated in a valid sectional marketing contest during the current school year. All teams participating at the sectional contest are eligible to compete at the state contest.
- ~~VI. In the event a local chapter is the only chapter within a section wishing to participate in the competition and qualify for state finals, that chapter team shall be allowed to participate in a valid sectional contest in another section. The section in which that chapter shall participate shall be determined by the Regional Supervisor of Agricultural Education prior to the section contest.~~