



Lesson Plan

CNH Industrial: Women in Agriculture

Created: 02/2017 by the National FFA Organization

STUDENT LEARNING OBJECTIVES:

After completing these activities, students will...

1. Identify career opportunities available at CNH Industrial.
2. Discover the responsibilities and tasks of a career at CNH Industrial.
3. Create and deliver a presentation about a CNH Industrial career.

TIME REQUIRED: 30 minutes

RESOURCES:

1. FFA.org
2. Video: "CNH Industrial: Women in the Agriculture Industry – Danielle Waterworth," <https://youtu.be/UEOZbR8IEGo>

EQUIPMENT AND SUPPLIES NEEDED:

1. A copy of the "CNH Industrial: Women in Agriculture" worksheet for each student.
2. Internet access for students.

THIS QUICK LESSON PLAN WOULD WORK WELL AS:

1. A portion of a career unit.

THESE ACTIVITIES ARE ALIGNED TO THE FOLLOWING STANDARDS:

FFA Precept

- FFA.PL-A. Action: Assume responsibility and take the necessary steps to achieve the desired results, no matter what the goal or task at hand.
- FFA.PL-E. Awareness Understanding where you are with regard to personal vision, mission, and goals.
- FFA.CS-M. Communication Effectively interact with others in personal and professional settings.

AFNR Cluster Skills

- CS.05. Describe career opportunities and means to achieve those opportunities in each of the Agriculture, Food & Natural Resources career pathways.

Common Core - Speaking and Listening

- CCSS.ELA-LITERACY.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
- CCSS.ELA-LITERACY.SL.9-10.2 Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, orally) evaluating the credibility and accuracy of each source.

AFNR Career Ready Practices

- CRP.04. Communicate clearly, effectively, and with reason. Career-ready individuals communicate thoughts, ideas and action plans with clarity, whether using written, verbal and/or visual methods.
- CRP.07. Employ valid and reliable research strategies. Career-ready individuals are discerning in accepting and using new information to make decisions, change practices or inform strategies.

Partnership for 21st Century Skills

- Communication
- Information Literacy
- Collaboration
- Initiative and Self-direction

LESSON PLAN:

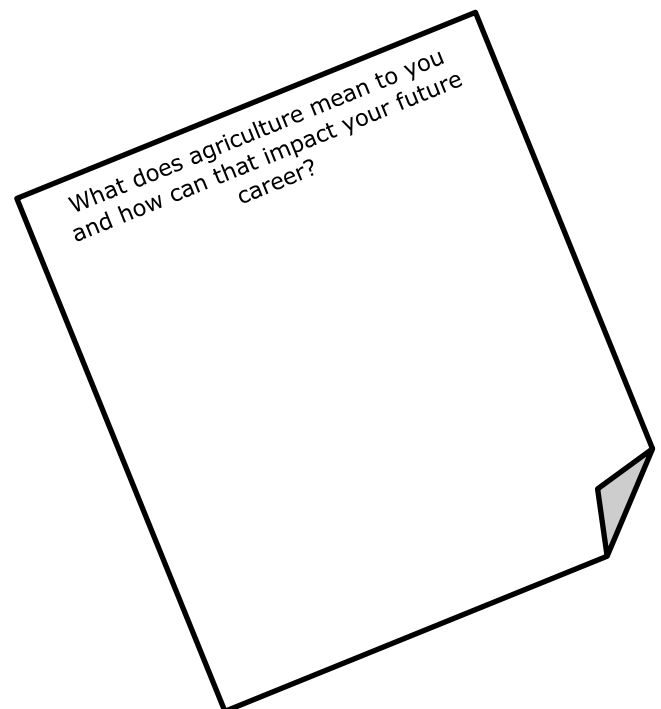
1. *Introduction:* To gauge the knowledge level of students, ask them the following questions: "How many of you have heard of CNH Industrial?" (Have the students raise their hands to answer.) "How about Case IH/New Holland?" (Have the students raise their hands to answer.) "How many careers do they have? Name them." Use the Think-Pair-Share method. (Record the answers on the board as students share.) Keep the list; you will refer back to it during the discussion.
2. *Activity:*
 - a. Show the video, "CNH Industrial: Women in the Agriculture Industry – Danielle Waterworth." The direct url is <https://youtu.be/UEQZbR8IEGo>.
 - i. Each student will need a copy of the handout, "CNH Industrial: Women in Agriculture." They will record their answers while watching the video.
3. *Follow Up:* At the conclusion of the activity, have a discussion about what students discovered and found interesting. Refer back to your list of careers on the board to see if anyone identified Ms. Waterworth's career.
4. *Leveling Up:* Choose another career within the "CNH Industrial: Women in the Agriculture Industry" video series. The direct URLs are <https://youtu.be/f-ZCMwe7Jjs> and <https://youtu.be/Qz-v5GUuFx8>. Have the students work in groups to create a short (two to three minutes) presentation to present to the class on what they discovered.

CNH Industrial: Women in Agriculture

DIRECTIONS:

Watch the video, "CNH Industrial: Women in the Agriculture Industry." Use this page to record your answers while watching the video.

1. Describe Ms. Waterworth's background.
2. What does agriculture mean to Ms. Waterworth?
3. What is Ms. Waterworth's job at CNH Industrial?
4. What does she do in that position?



KEY: CNH Industrial: Women in Agriculture

DIRECTIONS:

Watch the video, "CNH Industrial: Women in the Agriculture Industry." Use this page to record your answers while watching the video.

1. Describe Ms. Waterworth's background.

Raised in a small farming community. Everyone she knew farmed. It was a great way to grow up.

2. What does agriculture mean to Ms. Waterworth?

Agriculture means community; up until high school, it meant production agriculture. FFA opened her eyes to the business side.

3. What is Ms. Waterworth's job at CNH Industrial?

North American Special Asset Manager

4. What does she do in that position?

She works with dealers and helps them with any issues they are having.

