



Lesson Plan

Culver's: Our Story

Created: 12/2016 by the National FFA Organization

STUDENT LEARNING OBJECTIVES:

After completing these activities, students will...

1. Discover the history of Culver's.
2. Design a representation of their stories.

TIME REQUIRED: 30 minutes

RESOURCES:

1. FFA.org
2. Website: Culver's Our Story, <https://www.culvers.com/about-culvers/our-story>

EQUIPMENT AND SUPPLIES NEEDED:

1. A copy of the "Culver's: Our Story" worksheet for each student.
2. A copy of the "My Story" worksheet for each student.
3. Internet access for students.

THIS QUICK LESSON PLAN WOULD WORK WELL AS:

1. A portion of an agriculture company's lesson/unit.
2. A personal development lesson.

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.

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.

Partnership for 21st Century Skills

- Communication
- Initiative and Self-direction
- Leadership and Responsibility

LESSON PLAN:

1. *Introduction:* To gauge the knowledge level of students, ask them the following questions: "How many of you have heard of Culver's?" (Have the students raise their hands to answer.) "What do you know about them?" (Record the answers on the board as students share.) Keep the list as you will refer back to it during the discussion.
2. *Activity:* Each student needs a copy of the handout, "Culver's: Our Story."
 - a. Have the students utilize the Culver's website to complete the handout. The direct URL is <https://www.culvers.com/about-culvers/our-story>.
3. *Follow Up:* At the completion of the activity, have the students share what they learned about Culver's. After the discussion, refer back to the list that was created on the board. See if there is anything you can add to that list after completing the activity.
4. *Leveling Up:* To take this lesson one step further, have students create personal logos using the handout, "My Story." At the completion of their stories, have students share them with the class.

NAME: _____

Culver's: Our Story

DIRECTIONS:

Utilize the Culver's website to complete the handout. The direct URL is <https://www.culvers.com/about-culvers/our-story>.

1. Create a timeline of Culver's history and the people involved.

People:

→

2. What is Culver's signature combination? _____ and _____,
_____.
_____.

3. What is Culver's known for?

Why is hospitality needed to be successful?

KEY: Culver's: Our Story

DIRECTIONS:

Utilize the Culver's website to complete the handout. The direct URL is <https://www.culvers.com/about-culvers/our-story>.

1. Create a timeline of Culver's history and the people involved.

People:

Craig and Lea Culver
George and Ruth Culver
(Craigs Parents)
George – son of
cheesemaker and
grandson of Wisconsin
farmer

1961

George and Ruth bought
their first restaurant.



1984

Open their very first
Culvers in Sauk City, Wis.
with their signature
combination.

2. What is Culver's signature combination? ButterBurgers and Fresh, Frozen Custard.
3. What is Culver's known for?

Hospitality is something everyone at Culver's holds near and dear to their hearts.

Why is hospitality needed to be successful?
Answers will vary.

My Story

DIRECTIONS:

Utilize the box below to tell your story. Use visuals and words—be creative!